

Fulfillment of Information Needs Through Campaigns and Social Marketing Communications for Covid-19 Vaccines

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ABSTRACT

The high need for information related to covid-19 vaccination makes young people have a preference for seeking information on COVID-19 vaccination through social media. On the other hand, the Indonesian Ministry of Health continues to communicate and educate through the COVID-19 vaccination campaign through its official social media. The purpose of this study is to find out how much effects of social marketing communications and messages from the Ministry of Health's covid-19 vaccination campaign through social media to fulfill the information needs of covid-19 vaccination among teenagers aged 18-25 years in East Jakarta. This study uses a survey method with a total of 100 respondents from the age group of 18-25 years in East Jakarta and analyzed by multiple linear regression. The results showed that the variables of Context, Communication, Collaboration, Connection and Campaign Message simultaneously had a significant and positive effect on the Fulfillment of Information Needs by 79.4%.

Keywords : Social Marketing Communication, Social Media, Message of Campaign, Covid-19 Vaccination, Multiple Linear Regression

INTRODUCTION

The phenomenon of the corona virus or Covid-19 pandemic that entered Indonesia starting from March 2020 had a major impact on people's lives. The negative impact caused by this pandemic is the limitation of humans to socialize and carry out activities as usual, such as work, school, travel and so on.

One of the efforts made by the government to control the spread of the virus is to vaccinate against COVID-19 to achieve herd immunity. Therefore, the Ministry of Health conducts campaigns and communication about covid-19 vaccination to the public which includes giving ideas or social ideas to change a social situation.

Communication that provides social ideas or ideas is social marketing communication. According to Panuju, social marketing communication is a communication activity which aims to solve problems that exist in society, both problems that arise due to business marketing or others such as politics, culture, and others.(Panuju, 2019).

Based on the results of national research conducted by the Ministry of Health, WHO and ITAGI, the number of requests for information on COVID-19 vaccines from respondents aged 18-25 years is 76%. (Kementerian Kesehatan RI, UNICEF, & WHO, 2020).

The age range of 18-25 years is currently the group of late teens (Depkes, 2009), in this era of globalization they are very familiar with information media. They search and get information about what is going on just by opening the internet with their gadgets. They are also very familiar with social media and electronic media, so they are used to finding information through their electronic devices such as

computers or smartphones without the limitations of time, place and space.

Since the beginning of the pandemic, the province of DKI Jakarta has often been the province with the highest number of positive cases in Indonesia. DKI Jakarta has a population of 10.56 million people with a total age of 18-25 years around 1.6 million people, with the most populous municipalities in East Jakarta around 3 million people.(BPS, 2020).

Based on data on the corona.jakarta.co.id website, the highest cumulative positive COVID-19 cases were in East Jakarta until the end of October 2021, which had reached 211,756 cases, followed by South Jakarta with 172,905 cases, West Jakarta with 146,522 cases, North Jakarta 104,262 cases, Central Jakarta 83,572 cases and the Thousand Islands 1,342 cases. East Jakarta until the end of October 2021 still leads the cumulative number of positive covid-19, this indicates that more virus transmission occurs in the area which is also the area with the most population in DKI Jakarta.

The fact is that DKI Jakarta has 22.97% of youth aged 19-30 years or in productive age, where they can boost the economy of DKI Jakarta and can also have an impact on the national economy because DKI Jakarta is the center of the national economy and business. Therefore, the implementation of the Covid-19 vaccination is an important step to be able to restore the economic situation and people's lives to improve. Of course, the implementation of the Covid-19 vaccination must also be accompanied by good communication so that the public can fully understand the benefits and objectives of the Covid-19 vaccination.

The Ministry of Health, the World Health Organization Indonesia, UNICEF, and the Indonesian Technical Advisory

Group on Immunization (ITAGI) conducted a survey to see the level of acceptance of the Indonesian people for the Covid-19 vaccine. Around 65% of respondents said they were willing to accept the Covid-19 vaccine if it was provided by the government, but 8% refused and the remaining 27% expressed doubts about the government's plan to distribute the Covid-19 vaccine. Respondents also expressed that they were concerned about the safety and effectiveness of vaccines, expressed distrust of vaccines, and questioned the halalness of vaccines. (Kementerian Kesehatan RI et al., 2020).

Around 76% of people aged 18-25 years asked for more information about the covid-19 vaccine and chose social media as the first choice (60%) and electronic media as the second choice (15%). This research also mentions the results that there is a high demand for true and accurate information about the covid-19 vaccination and social media, print media, mass media are the most preferred information channels. (Kementerian Kesehatan RI et al., 2020).

The government has indeed made communication efforts by using influencer Raffi Ahmad to make young people believe in the covid-19 vaccination, but this did not turn out as expected. Reporting from [bbc.com](https://www.bbc.com) according to a survey conducted by the Center for Strategic and International Studies (CSIS) on 800 respondents in DKI Jakarta (63.6%) and Yogyakarta (55.6%) showed that young people aged 17-22 years do not believe or do not believe in the efficacy of the vaccine, with the reason that the majority of respondents stated that they did not believe in the quality of the vaccine used (Anugerah, 2021).

The distrust of vaccines from people aged 18-25 years may be due to the confusion of information about vaccinations, ranging from a lot of fake news, conspiracies and so on. To build trust in the COVID-19 vaccination program, the Ministry of Health as the main point of health in Indonesia can carry out comprehensive strategies, especially in communicating according to the information needs of the community to ensure that this vaccination is safe and not harmful. One of them is by implementing social marketing communications for the COVID-19 vaccination campaign using the official social media of the Indonesian Ministry of Health.

The social media currently used by the Ministry of Health are Instagram, Facebook, Twitter, Youtube and Tiktok. Based on reports on the DataReportal website, these 5 social media are included in the 10 most widely used media in Indonesia.

In accordance with this research, to meet their information needs, the Ministry of Health continues to carry out a campaign in the form of planned communication about COVID-19 vaccination to provide education and understanding about COVID-19 vaccination to the public. The campaigns carried out through the official social media of the Indonesian Ministry of Health are in the form of infographics, public service advertisements, short news and other vaccination content.

As quoted by (Rossza, 2020) In the operation of social media, according to Chris Heurer, discussing the 4Cs, namely context (how to convey messages to attract attention), Communication (messages conveyed can provide understanding and feedback), Collaboration (how to make communication more effective and

efficient), Connection (maintain relationships and comfort). in the established relationship). These four things are the key to how the information provided through social media can provide understanding to the audience or users. Messages are also a very important element in a campaign and must be made in such a way that the public or social media users have their information needs met and understand the essence of the covid-19 vaccination so that they can receive the covid-19 vaccination without having any worries.

Cutlip Center & Broom mentions that there are 7 important elements in the campaign message, namely, Courtesy (attention to the person being spoken to), Concreteness (avoiding abstract concepts), Completeness (complete and relevant information), Correctness (true and accurate), Conciseness (simple and concise).), Clarity (clear and easy to understand), Consideration (considering situations and conditions)

This study focuses on Instagram, Youtube, Twitter and Tiktok social media users who are looking for COVID-19 vaccination information on the Indonesian Ministry of Health's social media. Reporting from goodnewsfromindonesia.id, in the January-May 2020 period, Instagram users in Indonesia reached 69.2 million users. As many as 25 million or 36-38% of Instagram users are dominated by people aged 18-24 years. With the advancement of information and communication technology as it is today, they as media users can easily find and access any information they need, including information on COVID-19 vaccinations.

So this study focuses on how the influence of social marketing communications and messages on the covid-19 vaccination campaign carried out by the Indonesian Ministry of Health through social media on meeting the information needs of teenagers aged 18-25 years in East Jakarta.

THEORITICAL FRAMEWORK

1. Communication

Bernard Berelson and Gary A. Steiner stated that communication is a process of transmitting information, ideas, emotions, skills and so on by using symbols, words, pictures, figures, graphics, and so on. Laswell (2000) describes communication by conveying “Who Says What In Which Channel to Whom and With What Effect?” Who says what with what channel to whom and with what effect(Mulyana, 2011).

Information or messages sent by sources in communication activities are information, ideas, ideas conveyed through language, body gestures, symbols, colors and so on. The messages conveyed certainly affect or have an impact on the communicant such as cognitive (knowledge), affective (emotional) and behavioral (behavior) impacts.

2. Social Marketing Communication

Social marketing is defined by Luthfiana and Kania (Luthfiana & Kania, 2014) in Donovan and Henley (2010:6):

“The design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communications and market research. They referred to social marketing as simply the application of the

principles and tools of marketing to achieve socially desirable goals, that is, benefits for society as a whole, rather than for profit or other organizational goals, “

It can be said that social marketing is a design, implementation combined to influence the acceptance of ideas by considering product planning, pricing, communication and market research. Social marketing is the implementation of marketing principles and tools to achieve social goals that benefit society rather than for profit or other organizational goals.

The next definition of social marketing according to Nancy R. Lee, Michael L. Rothschild and Bill Smith is as follows:

“Social Marketing is a process that uses marketing principles and techniques to influence target audience behaviors that will benefit society as well as the individual. This is strategically oriented disciplined on creating, communication, delivering, and exchanging offerings that have positive value for individuals, clients, partners, and society at large”(Lee R & Kotler, 2011)

Social marketing is a process that uses marketing techniques and principles to influence the behavior of target marketing that will benefit individuals and society. This strategy disciplinesly relies on creating, communicating, delivering and exchanging offerings that have positive value for individuals, clients, partners and society at large. Social marketing is about influencing behavior by leveraging on implementing marketing concepts and techniques, focusing on target audience segments, and delivering positive benefits to the social environment.(Lee R & Kotler, 2011)

Philip Kotler, Ned Roberto and Nancy Lee as quoted(Nisa, 2015)Nisa, said that in social marketing there are 3 objectives, first, namely behavioral objectives which function to make the target adopter/audience perform new behaviors. The second is the knowledge objective which aims to add new knowledge, and the third is the belief objective or to believe in new things.

This study aims to determine whether social marketing activities and messages from the Ministry of Health's COVID-19 vaccination campaign through social media can meet the information needs of 18-25 year olds in East Jakarta.

As quoted by Panuju, social marketing according to Pudjiastuti is a strategy that aims to overcome various social problems that develop in society. This strategy utilizes two fields of knowledge, namely communication techniques and considers marketing principles. William Kornblum defines a social problem as a condition that exists in a society that is overwhelmed by gaps, differences of opinion, controversy, and an atmosphere of disharmony such as mutual suspicion and hostility.(Panuju, 2019).

Still in the same book, social marketing communication is a communication activity that has the aim of overcoming problems that exist in society, both problems that come from the business sector, politics, culture, and others. As a technique, communication activities aimed at marketing, follow the logics that usually apply to both communication and marketing logic.

The difference between commercial marketing and social marketing is that commercial marketing is done to sell

products or services, while social marketing is done to change people's behavior or provide benefits from the social side. This principle of social marketing is widely used to improve public welfare, public health, prevent disease, and increase community participation.

Interpreted by Innez and Kania (in Kotler & Lee, 2011: 357). Social marketing uses communication media as well as commercial marketing. There are several media or social marketing communication channels, namely:

1. Advertising (Paid & Unpaid Public Service Announcement)
2. Public Relations and Special Events
3. Printed Materials
4. Special Promotional Items
5. Signage and Displays
6. Personal Selling
7. Social Media Channels & Types
8. Web Sites
9. Popular and Entertainment Media

3. Social Media

Social media in (Kristiawan, 2015) According to Kaplan and Haenlein is a collection of software or applications that use the internet and is based on the ideological and technological framework of the web 2.1 platform. It is also useful because it can connect individuals with other individuals to share things and gather online. Van Dijk in Nasrallah (Setiadi, 2014) explained that social media is a media platform that focuses on existence to facilitate users in activities and collaboration. Social media is an online

facilitator that connects users so that social bonds are built.

Neti in (Kristiawan, 2015) mentions in marketing, social media has the following roles:

1. As a medium to introduce or offer product identity
2. As a marketing analysis tool to find out what consumers need
3. As a liaison media between sellers and consumers in order to build good relationships with consumers
4. As a way to approach the company and consumers
5. Social media serves to increase customer engagement.

Mayfield (2008) in (Kristiawan, 2015) There are five main characteristics of social media, namely:

1. Participation, actions or user involvement in using social media such as the frequency and duration of social media use
2. Openness, a situation where social media is very easy to access to get information, share content and provide testimonials on certain sites or platforms.
3. Conversation Social media users can interact in the form of conversations that can spread quickly and widely
4. Community, social media and its users can form a community that has the same interests
5. Connectedness, information in social media has viral characteristics, this condition makes it easy for users to connect.

Then according to Chris Heurer (Rizal, 2019) explained that in the operation of social media there are several elements as follows:

1. Context (X1), social media frames the story. How to deliver messages to audiences in order to attract attention, information, promotions and so on
2. Communication (X2), social media is used to communicate and the process of delivering messages through social media can provide understanding and generate responses or feedback.
3. Collaboration (X3), social media can encourage contributions and feedback so as to make communication more effective and efficient
4. Connections (X4), through social media can maintain relationships that have been built to provide comfort in the relationships that have been built.

4. Campaign Message

According to Mukarom and Laksana in (Stellarosa & Kurniasari, 2009) The campaign is one of the programs most often seen by the public, either through television, newspapers, radio, billboards, banners or in person. According to Rogers and Story as quoted by Mukarom and Laksana (Stellarosa & Kurniasari, 2009) A campaign is a set of planned communication actions aimed at creating an effect on the audience and carried out continuously over a certain period of time.

The purpose of conducting a campaign is, Awareness, growing public awareness of a particular problem or thing, Attitude, growing a sense of love and care to support the problems at hand, Action, taking real action, taking action to overcome a problem. The campaign carried out by the

Ministry of Health through its Instagram @kemenkes_ri aims to educate, inform, and make people aware that the public is willing to be vaccinated against COVID-19 to achieve herd immunity, so that the COVID-19 pandemic in Indonesia can be controlled.

In campaign activities, the message is very essential, it must be considered so that the information conveyed can be understood and understood properly. In the covid-19 vaccination campaign, of course, the messages that are managed must also be attractive, creative, concise, easy to understand and accurate so that they are conveyed properly. According to Cutlip, Center & Broom (Simamora, 2019) messages must also pay attention to the 7Cs, including:

1. Courtesy (attention to the person being spoken to)
The process of delivering messages pays attention to manners and etiquette as a form of appreciating the communicant
2. Concreteness (avoiding abstract concepts) The message communicated is specific and not abstract.
3. Completeness (complete, containing relevant information)
The message or information submitted must be complete. Complete information can increase trust in the communicant.
4. Correctness (true and accurate)
The message or information conveyed must be careful and in accordance with the communicant. By paying attention to grammar and writing in written messages, and must adjust to the communicant's language skills in oral messages.

5. Conciseness (simple and concise)
The message is delivered clearly, concisely and concisely.
6. Clarity (clear and easy to understand)
The message or information conveyed must be clear and easy to understand.
7. Considerations (considering the situation and conditions)
The message or information conveyed is carried out by reviewing and adjusting to the circumstances of the communication target audience.

Uses and Gratification Theory

The uses and gratification theory or usability and satisfaction. This theoretical approach popularized by Herbert Blumer and Elihu Katz (1974) is intended to describe the reception process in mass communication and explain the use of media by individuals or individual aggression. Media users play an active role in the communication process. Media users try to find the best media sources in an effort to meet their needs. This means that media users have alternative choices to satisfy their needs (Sihabudin & Winangsih, 2012). In other words, this theory explains that individual differences cause audiences to seek, use and respond to media content differently which is caused by various social and psychological factors that differ in audiences/individuals.

Katz in Bungin describes the logic that underlies this theoretical approach, namely, a person's social psychological condition will lead to a need that creates expectations for the mass media or other sources that lead to different patterns of media use which will ultimately result in the fulfillment of needs and other

consequences. including unexpected. In other words, this theory explains that the differences of each individual cause them to use, seek and respond to the media in different ways due to differences in social and psychological factors in each individual.

This theory was proposed by Katz, Blumler and Gurevitch (1974), they state that there are five basic assumptions of the theory of use and satisfaction, namely:

1. Audience is active and goal-oriented when using media, where the audience is seen as an active participant in the communication process, but with different levels of activity for each individual.
2. The initiative to get media satisfaction is determined by the audience, which is where an active audience can determine for themselves with their initiatives to meet their needs and get satisfaction.
3. Media compete with other sources of satisfaction, media compete with other forms of communication in terms of choice, attention and use to satisfy their needs.
4. Audience is fully aware of interests, motives and use of media
5. Assessment of media content is determined by the audience, in other words, media content can only be assessed by the audience itself. (Morrisson, 2014)

The COVID-19 virus pandemic has made people send and receive information digitally, one of which is through social media. To meet the need for COVID-19 vaccination information, people use social

media to get information about COVID-19 vaccinations.

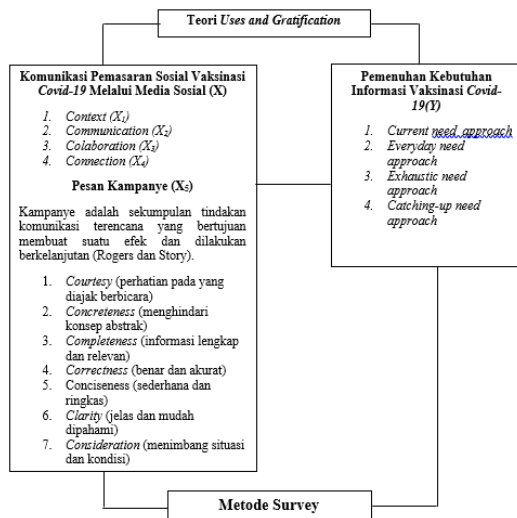


Image : Theoretical Framework

In practice, the Indonesian Ministry of Health carries out communication activities and COVID-19 vaccination campaigns through social media. In operating social media according to Chris Heurer, there are several things that must be considered, namely Context, Communication, Collaboration and Connection. In campaign activities, the message is also important so that the campaign can achieve its goal of giving effect to those who see or hear it, both cognitive, affective and behavioral effects (change in behavior).

To achieve campaign objectives, one of the elements, namely the message, must also be considered, according to Cutlip, Center & Broom, in measuring a good campaign message, it must pay attention to (1) courtesy attention to those who are spoken to/audience, (2) concreteness of specific messages and not abstract, (3) completeness, the message is complete and relevant, (4) correctness, the message must be careful and in accordance with the communicant, (5) conciseness, the message is conveyed clearly, concisely and concisely, (6) clarity, the message is clear and easily understood by the audience, (7)

consideration, the message delivered is adjusted to the target audience of the communication.

METHOD

This type of research is an explanatory research. The explanatory method is a research that aims to find the cause and effect of the two concepts or variables studied. (Sugiyono, 2017)

The data collection technique used is survey method and distributing online questionnaires via google form. The analytical technique used is multiple linear analysis. Multiple regression analysis is an analysis used to see the condition of how the dependent variable rises and falls but with a number of more than 1 or at least 2 independents.

The population of this study is the group of late adolescents, aged 18 to 25 years who live in East Jakarta. Based on data obtained through data.jakarta.co.id, the population in East Jakarta is with an age range of 15-29 years is 744,563 people. The number of respondents in this study was 100 respondents, with the criteria of living in East Jakarta and had sought information on COVID-19 vaccinations on the social media of the Indonesian Ministry of Health.

Furthermore, the instrument validity test was carried out by comparing the calculated r value with the r table, where for a total of 100 respondents the r table value was 0.195. The instrument is said to be valid if the r count is greater than 0.195. Cronbach's alpha reliability test >0.6, if the reliability value test is more than 0.6, it can be said that the research instrument is reliable.

After testing the validity and reliability, the results stated that the research instrument was valid and reliable.

The hypothesis in this study are:

H1 : How big is the relationship between social marketing communication and the message of the COVID-19 vaccination campaign of the Indonesian Ministry of Health through social media to the fulfillment of information needs for covid-19 vaccination among adolescents aged 18-25 years in East Jakarta

H2 : How much influence does the Ministry of Health's social media marketing communication for covid-19 vaccination have on the fulfillment of information needs for covid-19 vaccination among teenagers aged 18-25 years in East Jakarta?

H3 : How big is the impact of the message of the Covid-19 vaccination campaign of the Indonesian Ministry of Health through social media on meeting the information needs of covid-19 vaccination among teenagers aged 18-25 years in East Jakarta

H4 : How big is the impact of social marketing communications and messages on the Covid-19 vaccination campaign of the Indonesian Ministry of Health through social media on meeting the information needs of covid-19 vaccination among adolescents aged 18-25 years in East Jakarta

RESULTS AND DISCUSSION

After analyzing data from the results of data collection through the distribution of questionnaires, the results of data processing were obtained regarding the relationship between the influence of social marketing communication and the message of the Ministry of Health's COVID-19 vaccination campaign through social media on meeting the information needs of adolescents aged 18-25 in East Jakarta. are as follows:

H1 : Relationship of Social Marketing Communication and Campaign Message

for Covid-19 Vaccination Ministry of Health of the Republic of Indonesia through Social Media towards Fulfilling the Need for Information on Covid-19 Vaccination Among Late 18-25 Year Old Adolescents in East Jakarta

Model	R	Adjusted R Square	Std. Error of the Estimate
1	.891	.794	4.873

a. Predictors: (Constant), Campaign Message, Context, Connection, Communication, Collaboration

From the results of the multiple correlation test, the correlation coefficient between the dimensions of the variables Context (X1) , Communication (X2), Collaboration (X3), Connection (X4) and the Campaign Message variable (X5) on the Fulfillment of Information Needs is 0.891. These results indicate that the variables X1, X2, X3, X4, X5 and Y have a positive and very strong relationship. That means, the research hypothesis H1 is accepted.

H2 : The Effect of Social Marketing Communications for Covid-19 Vaccination of the Ministry of Health of the Republic of Indonesia through Social Media on Fulfilling the Need for Information on Covid-19 Vaccinations Among Adolescents Age 18-25 in East Jakarta

Model	R	Adjusted R Square	Std. Error of the Estimate
1	.864	.746	5.379

a. Predictors: (Constant), Connection, Context, Communication, Collaboration

The result of the calculation is that the R Square value is 0.746. In accordance with the formula for the coefficient of determination, the influence of the dimensions of the Context variable on the Fulfillment of Information Needs is 74.6%. This shows that it means that the variation of the Context, Communication, Collaboration and Connection variables can affect a change of 74.6% in the dependent variable, namely Fulfillment of Information Needs (Y), while the remaining 25.4% is influenced by other factors not examined in this study. .

H3 : The Effect of the Ministry of Health's Covid-19 Vaccine Campaign Message Through Social Media on Fulfilling the Need for Covid-19 Vaccination Information Among Late 18-25 Year Old Adolescents in East Jakarta

Model	R	Adjusted R Square	Std. Error of the Estimate
1	.853	.727	5.490

a. Predictors: (Constant), Campaign Message

To determine the magnitude of the influence of the Campaign Message variable (X5) on the Information Needs Fulfillment variable (Y), the researcher calculated from the R Square column in the calculation with SPSS25. The result of the calculation is that the R Square value is 0.727. In accordance with the coefficient of determination formula, the influence of the variable dimensions of the Campaign Message on the Fulfillment of Information Needs is 72.7%. This shows that there is a positive influence of the two variables by 72.7%, and the remaining 30.3% is

influenced by other factors not examined in this study.

H4 : The Effect of Social Marketing Communications and Messages for the Covid-19 Vaccination Campaign of the Ministry of Health of the Republic of Indonesia through Social Media on Fulfilling the Need for Information on Covid-19 Vaccinations Among Late 18-25 Year Old Adolescents in East Jakarta

Model	R	Adjusted R Square	Std. Error of the Estimate
1	.891	.794	4.873

a. Predictors: (Constant), Campaign Message, Context, Connection, Communication, Collaboration

To find out the magnitude of the influence of all variables of Covid-19 Vaccination Social Marketing Communication (X1, X2, X3, X4) and the Ministry of Health's Covid-19 Vaccination Campaign Message Through Social Media (X5) on the Information Needs Fulfillment variable (Y), the researcher calculated from column R Square on counting with SPSS25. The result of the calculation is that the R Square value is 0.794. In accordance with the formula for the coefficient of determination, the influence of the dimensions of the Context variable on the Fulfillment of Information Needs is 79.4%. This shows that there is a positive influence of the two variables of 79.4%, and the remaining 27.6% is influenced by other factors not examined in this study.

Results of Regression Test and F . Test

Regression Test Results

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		Sig.	
	B	Std. Error	Beta	t		
1	(Constant)	.144	3.398		.042	.966
	Konteks	.853	.323	.217	2.640	.010
	Komunikasi	.511	.320	.140	1.594	.114
	Kolaborasi	.112	.364	.029	.307	.760
	Koneksi	.554	.266	.160	2.086	.040
	Pesan Kampanye	.504	.108	.436	4.664	.000

a. Dependent Variable: Pemenuhan Kebutuhan Informasi

Based on the regression coefficient test table for variables X1, X2, X3, X4, X5 against Y, the results of the regression equation are $Y = a + b_1x_1 + b_2x_2 + \dots + b_5x_5$, so $Y = 0.144 + 0.853x + 0.551x + 0.112x + 0.554x + 0.504x$. The test also shows the variable significance numbers sequentially of 0.010 (X1), 0.114 (X2), 0.760 (X3), 0.40 (X4) and 0.000 (X5). This shows that there is a positive influence that occurs in the variables of Context (X1), Connections (X4) and the Message of the Ministry of Health's Covid-19 Vaccination Campaign Through Social Media (X5) on the Fulfillment of Information Needs (Y), while the dimensions of the Communication variable (X2) and Collaboration (X3) has no effect because the significance value is above 0.05.

Anova Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8589.015	5	1717.803	72.335	.000 ^b
	Residual	2232.295	94	23.748		
	Total	10821.310	99			

a. Dependent Variable: Pemenuhan Kebutuhan Informasi

b. Predictors: (Constant), Pesan Kampanye, Konteks, Koneksi, Komunikasi,

Based on the calculation of the Anova test or the F test as shown in the table above, the calculated F number is 72,335 with a significance level of 0.000 or less than 0.05.

This number is then compared with the calculated F number with a total of 100 samples, which is 2.30 which is greater than 72.335. These results indicate that the variables of Context, Communication, Collaboration, Connection and Campaign Message simultaneously or simultaneously affect the Fulfillment of Information Needs.

Discussion

The absence of influence on the communication dimension on the Social Marketing Communication variable of the Ministry of Health's Covid-19 Vaccination Through Social Media on Fulfilling Information Needs among late teens aged 18-25 years in East Jakarta, is caused by the Indonesian Ministry of Health's social media being unresponsive in responding to comments or feedback from the audience. In addition, the Indonesian Ministry of Health's social media followers are certainly very heterogeneous or have different backgrounds, this makes the communication carried out by the Indonesian Ministry of Health through social media not only focused on teenagers, but for all groups, so things that are mentioned may be the cause of this insignificant result.

Basically, social media is a new medium. According to Roger as quoted in the Research Research on Media Use and Its Development Now (Karman, 2013) One of the main characteristics of new media is that it is interactive, so that users of new media, including social media, can communicate more accurately, more effectively, and more satisfactorily. In communication, feedback is one of the important elements of communication to understand what the needs of the audience are.

When viewed from the aspect of marketing communication, Kotler (1980) said that a successful marketing process consists of several things that are continuous, there are three stages, namely segmentation, targeting and positioning. According to Morissan, the consumer audience has a very heterogeneous nature, so it will be difficult to serve all of them. Therefore, as marketers, they must choose certain segments that have homogeneity, the same characteristics and match the company's ability to meet their needs.(Morrisan, 2010).

There is also no significant effect on the collaboration dimension. The researcher assumes that the cause of this variable dimension does not have a significant influence on meeting the information needs of late teens aged 18-25 years in East Jakarta, is because basically at the age of 18-25 years is a transition period from adolescence to early adulthood. At that time, of course, attitudes and behaviors such as teenagers who were often unstable, concerned with their social groups, did not have a firm stance, were still a little carried away, so it was possible that some teenagers aged 18-25 years still thought they were not too concerned with how effective and efficient they were. on the social media accounts of the Indonesian Ministry of Health in conducting social marketing communications for the covid-19 vaccination.

In research (Dewi Kurniawati, Mukti Sitompul, & Emilia Ramadani, 2020)Regarding the analysis of adolescent behavior in using social media (survey in Langkat Regency) it is said that the behavior shown by adolescents when playing gadgets is the result of the research, namely, influenced by environmental factors, self-existence and family

environment. Here it can be seen that the motivation of teenagers in using social media is to increase their existence to get praise, to be a place to tell stories about their family or social problems. Researchers assume that teenagers do use social media to find health information, but with low intensity, not as high as in the results of the study.

The results of the Test F test show that the Ministry of Health's Covid-19 Vaccination Social Marketing Communication activity through Social Media which includes Context, Communication, Collaboration and Connections and the RI Ministry of Health's Covid-19 Vaccination Campaign Message Through Social Media is obtained at 72,335, this value is greater than the value F_{table} (2.31) with a significance value of less than 0.05 so it can be concluded that these variables have a significant influence on the fulfillment of information needs among adolescents aged 18-25 years in East Jakarta.

This study uses the uses and gratification theory which according to this theory in (Effendy, 2000) aims to describe the process of acceptance in mass communication and explain the use of media by individuals or individual aggression. Katz in Bungin describes the logic that underlies this theory, where a person's social psychological condition will lead to a need that creates expectations for the mass media or other sources, which leads to different patterns of media use or other involvement that will ultimately meet the needs and consequences. others, including the unexpected. To meet their information needs, the audience actively uses the media they want.

This study was conducted to see how large the number of information needs

fulfillment among teenagers aged 18-25 years in East Jakarta is influenced by social marketing communication activities and messages from the Covid-19 vaccination campaign carried out by the Indonesian Ministry of Health through its social media. Based on the concept of social marketing communication where communication is done to overcome social problems and aims to provide benefits to the community. During the COVID-19 pandemic, the Indonesian Ministry of Health used social media as a medium of communication to the public regarding COVID-19 vaccination by using campaigns on an ongoing basis.

Based on previous data, which states that there is a high demand for information about covid-19 vaccinations from among the ages of 18-25 years by 76% and with a preference for getting information on covid-19 vaccinations from social media (60%). After the Ministry of Health of the Republic of Indonesia conducts social marketing communication activities for the COVID-19 vaccination and campaigns through its social media, people who seek information on Covid-19 vaccinations on the social media of the Ministry of Health of the Republic of Indonesia will have their information needs met, thereby benefiting their knowledge about the Covid-19 vaccination.

Based on all the data obtained, it was found that late teens aged 21-22 in East Jakarta, most of whom were college students, had more curiosity about the covid-19 vaccination. Their curiosity made them use their social media to look for vaccination information on the Indonesian Ministry of Health's Instagram and Twitter social media. The content that they think meets their information needs regarding the covid-19 vaccination is short news and

public service advertisements. This finding indicates that at the age of around 21-22 or entering the group of late teens, they have a preference for receiving and seeking health information through Instagram and Twitter. Therefore, for the next campaign targeting youth groups, it can be optimized by using a social marketing communication approach and campaigns through Instagram and Twitter. It is also hoped that the Indonesian Ministry of Health can evaluate and optimize the use of social media as a medium of health communication with the target group of teenagers.

CONCLUSIONS

Based on the results of the study, it was found that there was a strong relationship and a significant influence between Social Marketing Communication and the Ministry of Health's Covid-19 Vaccination Campaign Message Through Social Media on Fulfilling Information Needs Among Late Adolescents aged 18-25 Years in East Jakarta. This can be seen from the correlation value, which is 0.891 and the coefficient of determination is 0.794, which shows that 79.4% of the variables for fulfilling the COVID-19 vaccination information needs among adolescents aged 18-25 are influenced by Social Marketing Communications and the Ministry of Health's Covid-19 Vaccination Campaign Message. RI Through Social Media, and the rest is influenced by other factors.

The results of multiple linear regression test produce the formula $Y = 0.144 + 0.853X_1 + 0.551X_2 + 0.112X_3 + 0.554X_4 + 0.504X_5$. Based on the regression results, it shows that of the 5 independent variables in this study, the context variable has the greatest influence in influencing the fulfillment of Covid-19 Vaccination Information Needs among late 18-25 year

old adolescents in East Jakarta, which is equal to 0.853.

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