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INFLUENCE OF PUBLIC OPINION ON THE MANAGEMENT OF VACCINE ISSUES

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Naskah diterima tanggal ..., direvisi tanggal ..., disetujui tanggal

Abstract. *The issue of vaccines circulating in the community is identical to the vaccination process, or the vaccine itself. Such as the issue of the corona-vac vaccine that is not effective against the virus, to the Moderna vaccine which is said to have harmful vaccine effects if injected. This makes the role of the government, legislators, and the community synergize to be able to set the record straight on the issue of vaccines. One of them is The government of DKI Jakarta tries to restore what issues spread to the public. The approach used in this study is quantitative, as the research is presented with figures statistically to convey circumstances that correspond to the facts in the field about public opinion and vaccine issues. Based on the results obtained in this study, it can be concluded that public opinion influences the management of issues with a positive relationship direction. Based on the results obtained in this study, it can be concluded that public opinion influences the management of issues with a positive relationship direction and strong strength. Because basically this concept of public opinion serves as a public step to find out what the conditions are like with the issues circulating today.*

Keywords: *public opinion, management issue, vaccine*

INTRODUCTION

Vaccine issues often arise and are rife because it is said that there are side effects of vaccines circulating in the community. Health issues and vaccine issues should be a shared responsibility that must be pursued in synergy between the government, the community, health services, and individuals respectively. The issue of vaccines circulating in the community is identical to the vaccination process, or the vaccine itself. Such as the issue of the corona-vac vaccine that is not effective against the virus, to the Moderna vaccine which is said to have harmful vaccine effects if injected. This makes the role of the government, legislators, and the community synergize to be able to set the record straight on the issue of vaccines. If there is no synergy, then the thing that allows it to happen is a problem that hits an institution or another.

Problems that hit a corporation/institution/company can be in the form of events or events that are contested, therefore the management/management of issues through various deep dynamics (Cheng, 2022). The company can move to fight the outstanding issues in various ways, the team must also consider the steps taken so as not to harm the company or lead to worse things.

Appropriate management or management policies can mitigate issues before they turn into crises, a step often referred to as issue management. Issue Management is often said to be a communication process that aims to solve problems and reduce major risks that can threaten the stability or sustainability of companies and institutions. Issues, conflicts, and crises are different parts, how to respond to them also has literature that leads to the process of communication itself (Suharyanti, 2013). The issue if it continues

to grow and is not managed as well as possible can affect long-term interests, and can have a tremendous impact.

The process of this issue management will collaborate and fast strategy as information is known that there are three strategies to do issue change management This is the first reactive change strategy, the second adaptive change strategy, the third dynamic response strategy (Veil, 2011). All elements in the company or institution must be able to collaborate to keep this issue better or not developed which can harm the reputation or image of the company in the future. From the public opinion, this can harm the company significantly because the impact is not considered the issues circulating in the public can be an opinion that leads to things that harm the institution. One of them is social media (Haryanto, 2021).

This media is also often used by the public relations profession to communicate with its public targets (Pienrasmi, 2015). Messages or communication intended for the target of Public Relations can be realized with the presence of this media so that messages from the company to the public can be achieved by reducing noise in communicating.

As a medium used by communicators in communicating, of course, the selected stages are facing great challenges (Coleman, 2009). Research conducted by Hendra in 2020 shows that the dominance of widely used social media such as Instagram and Youtube is indeed a favorite among Indonesian people with the number of users accessing Instagram around 88% and then followed by Youtube social media with the number of access by 84%, WhatsApp with 79% and followed by Facebook social media with 79% as well. This data is certainly reinforced by the databoks.com research site (Junawan, 2020). These social media applications and platforms contain several examples as follows Instagram, Line, WhatsApp, Facebook, Twitter, LinkedIn, YouTube, and also the company's blogs of other important sites.

Selected social media such as Instagram must also represent the target of the public they are aiming for so that later the public will feel happy and ultimately increase the interaction and meaning of information conveyed by the company. Based on wearesocial data that has been raised, from here it appears that the proper use of social media such as Instagram can attract target companies or institutions to achieve the purpose of the message to be used. So if you want to use the right theoretical studies, then the implementation of issue management theory can be a companion in the implementation of circulating information or monitoring the movement of issues in the future (Zammar, 2021).

Departing from the meaning of social media it is necessary to know that the opinion of the public derived from social media creates a piece of information that is widening and the information presented becomes the focus of sufficient problems. Public opinion is a problem if we can not handle them as well as possible, not a few public opinions are built to make issues that actually harm some parties or even make the situation worse. It is important from that to do issue management so that activists can focus on addressing existing problems because identifying issues circulating in the public can be overcome with various potential or interesting approaches.

From this, it looks at the significant role of each of them to be able to manage reputation, issue management, or even make movements on their online business services. And even in 2021 social media is now often used for communication with interactive media against the individual, quoted from the wearesocial x Hootsuite site found that there are 170 million active users of social media in Indonesia. This is certainly equivalent to 61.8% of the number of users and is a very large number because it is larger than half the population in Indonesia.



Picture 1. Indonesia Social Media Users Data
Sources: wearesocial.com

Based on this data, we can see that internet connection users in Indonesia have reached 202.6 million people, or equivalent to 73.7% of the total population in Indonesia. This large enough number can certainly make the use of social media can be maximal, the function of diverse social media can also be used for various activities, one of which is the delivery of information to the wider public. Keep in mind also that the explosion of social media use can have a positive or negative impact, so when using it must be careful and regular. The use of social media such as Instagram will make every individual, group or even company will be better prepared to interact, convey the stage of education, or want to do issue management on social media in a structured manner.

As a company or institution, it must consider the issues that circulate and review them because if not responded to properly the expected results cannot reach the maximum.

Currently, central institutions are competing to maintain the issue or good management of government about themselves, one of which is the DKI Jakarta Provincial Government. The social media Instagram account of the Jakarta Provincial Government consistently conveys real information to the public at large. The provincial government pays attention to various management of information or issues because it is very important to make efforts to prevent the crisis in the future. By identifying the process and resolving the issue of the Jakarta Provincial Government utilizing its social media, namely its Instagram account to manage issues that are circulating in the public at large. The use of Instagram social media accounts from DKI Jakarta with users or followers of more than 500 thousand people makes the government very concerned about the issues circulating in cyberspace.

The issue that is currently hit in DKI Jakarta and still exists until now is the issue of vaccines that always circulate in the capital. This vaccine issue circulates quickly and clearly because the vaccine is currently being intensively implemented by the central government and the DKI Jakarta Provincial Government. Issues arise online such as the issue of vaccine haram, the issue of circulating paid vaccines, and the issue of vaccines that can harm public health. DKI Jakarta province quickly responded through a government order that information and management of issues should be held properly, namely conveying publication through social media.

Information about vaccines is also simultaneous and consistently done because of the achievement of transparency about vaccines that are being held in the capital. In line with that, the government also conveys various health information by holding collaborative content so that the issues circulating can be muted in cyberspace, especially Instagram accounts. For information that Instagram accounts are currently quite widely used in Indonesia as the data has been mentioned, therefore the DKI Jakarta Provincial Government is very concerned about the spread of issues that can shape public opinion in their midst.

Public opinion circulating about vaccination is carried out by the Jakarta Provincial Government as a response strategy and warning alarm to deal with issues that harm the community. The government builds a resolution strategy and also a mitigation plan as part of issue management so that this can be overcome by using social media as a clear information device and of course, putting forward one source data or want some information where this information is only in and out through one media, namely media issued by the DKI Jakarta Provincial Government.

Based on previous research from State Of Crisis Communication: Evidence And The Bleeding Edge Written by Timothy Coombs, Ph.D. – the Journal University of Central Florida can know that using qualitative methods ultimately encourages findings provides guidance for crisis communicators by demonstrating what researchers find the most effective crisis communication practices. It also identifies the bleeding edge the crisis. Communication research and the tentative findings that emerge from it. Crisis communication theory is driven by crisis communicators who are faced with changing concerns such as the role of social media channels in crisis communication.

Based on another research from Crisis Communication And Issue Management Strategies written by Erman Anom – Journal Esa Unggul it can know that the mix-method found by many public relations practitioners believes that crisis communication is something specific and different from the standard function of public relations under normal circumstances. Most public relations practitioners believe that issue management is just a plan that will only be implemented when a crisis occurs. The function of public relations itself is issue management. Public relations serves to examine the consequences that occur in the community related to or even caused by company policies, and communication crises occur about company policy.

On other previous research from Influence Of Crisis Communication Strategies On Stakeholders' Perception Of Organizational Reputation: A Review Of Research Trends written by Dr. Daniel – Journal of AMCRON it can know that the mix-method emphasized then reveals that the dominant themes include stakeholder perceptions of communication strategies, crisis communication, crisis communication strategies, and corporate reputation. Also, experiments, case studies, and surveys are the dominant research methods that characterize research in this discourse. The findings also reveal the great dominance of Situational Crisis Communication Theory (SCCT) and Crisis Improvement Theory. It is also what dominates the movement of crisis communication towards public opinion.

Based on the 3 studies above, no one has conducted research on the Influence of Public Opinion on the Management of Vaccine Issues. To allow the results obtained by the objectives of this research that want to be achieved and answer the existing problem.

Focused on the background that has been compiled, the researcher writes the formulation of the problem as follows: (1) Is there an Influence Public Opinion on the Management of Vaccine Issues?, (2) How Much Influence Does Public Opinion Have on The Management of Vaccine Issues?

To strengthen this research, researchers have a theoretical foundation that focuses on the discussion of public opinion, public relations, and issue management. Public opinion according to Cutlip and center is a statement about attitudes on certain issues of a controversial nature. Therefore public opinion is often said to be an element of emphasis on communication that cannot be carried out directly, later there will also be a more detailed meaning of this public opinion. So that an explanation of this issue can be overcome immediately (Olli, 2011).

Public Relations is a form of communication specialization that aims to advance mutual understanding and cooperation between all interested publics to achieve mutual benefit and satisfaction. PR can also be an ongoing process of management efforts to

obtain good services and understanding from its customers, employees, and the public in general (Soemirat, 2012).

Refers to several understandings that the management or management of issues is a proactive process in managing issues, trends, or potential events, external and internal, which has both negative and positive impacts on and make the issue as an opportunity to improve the company's reputation (Prayudi, 2013).

The issue management process model on its foundation is a tool for identifying, analyzing, scaling priorities, determining responses, and evaluating outcomes for changes in the external and internal environment to organizational activities. There are five steps to the issue management model developed by Chase, Jones, and Crane (Nova, 2020).



Picture 2. Issue Management Process/Concept
Sources: Crisis PR Books, Nova

Based on several concepts above, there is a relationship between the concept of public opinion and the management of issues. It is seen that if public opinion develops rapidly and has an impact then later it takes proper management of issues so as not to have a wider impact. This explanation is further reinforced by a statement from Brian Solis that public opinion is often said to be an element of attitude, behavior, and response to communication that cannot be managed directly, therefore it takes management of opinions or outstanding issues so that problems about this issue can be addressed immediately. So based on the theory, there is indeed a close relationship between public opinion and it is proven to affect the management of issues in it.

This research uses issue life-cycle theory as a foundation in looking at the phenomenon of managing issues by DKI Jakarta Government. This theory says that a company issue begins when a group of people express dissatisfaction about the company or when the company discloses its internal problems. This theory also describes the stages that can predict whether an issue will grow or disappear from the company (Littlejohn and Foss, 2009). In the book Encyclopedia of Communication Theory, Littlejohn and Foss (2009) said there are 3 stages that must be considered in dealing with the issue, namely: (a) The emergence of public opinion (issues) that are of public concern, (b) The company's reaction to the issue, (c) The company's efforts in managing issues (management issue) and make changes to address the issue until it disappears.

Thus, it can be said that issues arise and develop when there is a change or discrepancy between the environment or public expectations towards the organization. If ignored, the issue can be bad for the company. Issues can include ongoing problems, changes, events, policy situations, or values in people's lives. Based on this theory, public relations strategy is an effort by the company in managing and addressing negative issues as a reaction of the company to issues that arise and come to public attention. Through this theory, researchers seek to understand how DKI Jakarta Government dealing with the public opinion and issues that spread in the public, also

how public opinion can be done resolution from social media instagram strategy as part of management issue.

METHODOLOGY

The approach used in this study is quantitative, as the research is presented with figures statistically to convey circumstances that correspond to the facts in the field. Quantitative methods are methods based on numerical information or quantities and are usually associated with statistical analyses (Stokes, 2013).

The research design used in this research is a survey. The survey is a research design conducted by collecting data from a selected sample of respondents from a population. The type of survey used in this study is a cross-sectional survey (Sumarwan, 2011). The survey results revealed how respondents felt about the phenomenon when they completed the survey (Bryman, 2012). Data on public opinion and the management of this issue is collected using tools or instruments in the form of questionnaires that contain structurally collected questions (Croucher, 2015). Because the conditions when this study was compiled are still amid the COVID-19 pandemic, the questionnaire research was conducted online using the Google Form platform.

In this study, researchers used the nature of explanatory quantitative research because researchers wanted to try to test the influence of each variable. The first variable as an independent variable (X) is public opinion and uses dependent variables (Y) i.e. issue management. This research will be the focus on "Pemprov DKI Jakarta" Social Media and how the effect of dropping Publik can turn into a management issue by the government.

In this case, the research population that will be targeted or targeted by the study is followers of Instagram @DKIJakarta, who will be given a questionnaire containing questions about the management of vaccine issues against public opinion, in this case, Instagram from @DKIJakarta. Therefore, the population of this study is 584 thousand followers from Instagram @DKIJakarta.

Researchers took the number of Instagram social media followers @DKIJakarta amounting to approximately 584 thousand users and the estimated error rate of 10%, and after using the slovin formula found the number of respondents as many as 100. Of course, this study will use methods of correlation data analysis, univariate test, bivariate, and regression to answer the formulation of problems that have been compiled.

RESULTS AND DISCUSSION

From the results of a research survey conducted on 100 respondents who have analyzed the data, it can be known that most of the respondents who are Instagram followers @DKIJakarta are male by 51% or as many as 51 people. While the female sex by 49% or as many as 49 people.

The age range of respondents from this study is also quite diverse. From the results of the analysis of researchers' data, it was found that regarding the age of respondents, it is known that as many as 51% aged 18 to 25 years. And 34% aged 25 to 35 years, and 15% aged over 35 years. It is also shown that the age of 18 to 25 years is the majority of respondents who are followers of Instagram @DKIJakarta.

Judging from the domicile side, 100 respondents themselves came from DKI Jakarta province and 100 respondents were also followers of Instagram @DKIJakarta. Furthermore, referring to the reading of feeds content on the Pfizer-Moderna vaccine issue, it was found that as many as 75 respondents read content 3 to 5 times and 25 respondents read content more than 5 times. If the cumulative number of respondents is 100. Of course, when viewed from real literature, it was found that the content in feeds was assessed according to J Brown's research in 2018, which has copied visual content

that can be more exposed and provide more detailed understanding to the audience (Brown, 2018).

Interpreting about public opinion is often said to be an element of emphasis on communication that cannot be carried out directly, later there will also be the more detailed meaning of public opinion. Positive public opinion of a public body should be given complete and objective information about activities that concern their interests so that there will be an understanding of them. Aside from the opinions and suggestions of the public regarding the discretion of the body should be considered and appreciated. This public opinion is also present as a result of unification as if the number of individual opinions and the integration of opinions of a group of people who pay attention to an issue or subject matter that is controversial. Public opinion has 3 dimensions, namely responses, attitudes, and also judgments (Mason, 2016).

For the further examination, it can know that when an issue arises, it's important to address it as quickly as possible to limit the negative impact. To do this, project managers implement a framework for addressing any issue that may occur. This includes assessing the severity of the issue and researching the best potential solution.

In the response dimension, the results showed that the majority of respondents agreed that after reading the content of Instagram feeds @DKIJakarta, Pfizer-Moderna's COVID-19 vaccine turned out to be of good quality. Then, respondents also gave an agreed assessment that the Pfizer-Moderna COVID-19 vaccine turned out to be important for taking care of individuals. In addition, the majority of respondents also agreed that the COVID-19 vaccine provides psychological benefits, physical fitness, and strong immunity without providing anxiety disorders for themselves. This explains that the respondents gave a variety of responses to the outstanding vaccine issue.

In the attitude dimension, the results showed that the majority of respondents gave an agreed or positive assessment of the use of the Pfizer-Moderna COVID-19 vaccine in Indonesia. The majority of respondents also agreed that they would accept the use and policy of Pfizer-Moderna's COVID-19 vaccine. Finally, the majority of respondents also agreed and cared about the use of the Pfizer-Moderna Vaccine in the country. That way, this proves the attitude of respondents who accept and care about the issue of vaccines itself.

In the last dimension of the public opinion variable, namely assessment, the results showed that the majority of respondents also gave a good and positive response to statements submitted to respondents. They feel that trusting the use of Pfizer-Moderna COVID-19 vaccine in Indonesia and changing their bad view of Pfizer Moderna's COVID-19 vaccine. Of course, this is also what encourages respondents to trust the health factors of the Pfizer-Moderna COVID-19 vaccine.

While the interpretation of management or management of issues is a proactive process in managing issues, trends, or potential events, external and internal, which has both negative and positive impacts on and make the issue an opportunity to improve the company's reputation. Issue management is a program carried out by an agency or institution to face the discrepancy between public expectations and existing realities. Issues here can be problems, changes, events, situations, policies, or values. With the above definition, an issue can be addressed with issue management. Especially for an institution, how can the management identify, analyze and respond to various issues before the issue develops into a crisis.

This second variable is the issue management variable, in which there are 3 dimensions, namely Issue Planning, Issue Category and Also Issue Development. The management of this issue also passes through various stages for daily implementation.

In the Issue Planning dimension, the results of the study said the majority of respondents agreed that the quality of Instagram feeds content of Pfizer-Moderna vaccine on @DKIJakarta account as a Counter Issue was appropriate, and the quantity

of Instagram content displayed was also appropriate in conducting Counter Issues. Respondents also gave positive results to the visualization and messaging of Pfizer-Moderna vaccine feed content on @DKIJakarta Instagram. Of course, this shows that the issue planning that has been built by Instagram and the Jakarta Provincial Government is appropriate and mature in responding to outstanding issues from social media (Carlina, 2017).

In the Issue Category dimension, the results of the study explained that the majority of respondents agreed that the use of the content on Instagram @DKIJakarta can cry the issue that is circulating. Respondents also gave an agreed and good assessment of the statements submitted about credible sources/responses, and lastly, respondents also agreed about the content of vaccine feeds has the purpose of educating in it. Indeed, the need to categorize this issue becomes the main and appropriate step in responding to the issue (Trimanah, 2012).

The next dimension is issue development. From the statements submitted in this dimension, the majority of respondents agreed that the use of Pfizer-Moderna vaccine feed content on the @DKIJakarta Instagram account can dampen the development of outstanding issues. Respondents also agreed and agreed that the selection of content feeds can reduce the negative impact of outstanding issues and resolve issues that are circulating. Finally, respondents also agreed that the content of Pfizer-Moderna vaccine feeds had a significant influence on the outstanding issues.

3
Model Summary

Model	R Square	Adjusted R Square	Std. The error of the Estimate
1	.466	.461	3.17101

a. Predictors: (Constant), XL

Table 1. Regression Statistic Test
Sources: SPSS Quantitative Test

If you want to be measured based on the level of influence and relationships then the table 'R Square Variable X to Y' shows that public opinion variables have a significant influence on the variables of put²² opinion, with the value of the influence of both variables by 46.6% while 54.4% is influenced by¹³ her variables not studied in this study. In addition, the correlation test also showed a strong relationship between the two variables, namely the number shown at 0.683, and has a strong relationship between public⁶ opinion variables with issue management.

Based on the results obtained in this study, it can be concluded that the results of this study are by the research hypothesis, namely, there is an influence between public opinion on the management of issues. This is reinforced by the ANOVA test that has been conducted, the results obtained a significance level of $0,000 < 0.05$. Therefore, it can be said that the Public Opinion variable has a significant infl¹²uence on Issue Management. From the results of correlation analysis, it is seen that there is a relationship between the public opinion variable (X) and the issue management variable (Y).

Correlations

	X	Y

	8		
X	Pearson Correlation	1	.683**
	Sig. (2-tailed)		.000
	N	100	100
Y	Pearson Correlation	.683	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2. Correlation Bivariate Test Table
Sources: SPSS Quantitative Test

This is indicated by the sig value. = 0,000 < 0.05, which means H1 is accepted. Then, it can be seen that the value of Pearson Correlations obtained 0.683. This figure shows that there is a very strong relationship between the Public Opinion variable (X) and the Issue Management variable (Y).

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	861.173	1	861.173	85.644	.000 ^b
Residual	985.417	98	10.055		
Total	1846.590	99			

a. Dependent Variable: Y
b. Predictors: (Constant), X

Table 3. ANOVA Test Table
Sources: SPSS Quantitative Test

Based on the ANOVA test on the above variables, a significance level of 0,000 < 0.05. Therefore, it can be said that the Public Opinion variable has a significant influence on Issue Management. In addition, the value of Fcount in this study amounted to 85,644 > 3.09 meaning that this study was significant. It is that H0 is rejected and H1 is accepted. So the researchers concluded that there is an influence of public opinion (X) on the management of issues (Y).

From the results of this study, researchers see that public opinion circulating on social media is very decisive. Because this concept of public opinion serves as a public step to finding out what the conditions are like with the issues circulating today (Seeger, 2006). To develop a positive public opinion on a Pfizer-Moderna Vaccine issue on Social Media, the public must be given complete and objective information about the positives and benefits of the Vaccine made by the United States. This is because the vaccine is very concerned about the interest of the Indonesian public in fighting COVID-19 so that there will be a concrete and real understanding of Pfizer-Moderna. Aside from the opinions and suggestions from the public regarding vaccines, the government in this case the Jakarta Provincial Government also plays a role in educating the public about the COVID-19 vaccine. From the table 'R Square Variable X to Y' shows that public opinion variables have a significant influence on public opinion variables, with the value of the influence of both variables by 46.6% while 54.4% is influenced by other variables not studied in the study. In addition, the correlation test also showed a strong relationship between the two variables, namely the number shown at 0.683 and has a strong relationship between public opinion variables with issue management.

After conducting research on public opinion and issue management, this novelty focuses on what results of public opinion applications can ultimately affect issue

management. Basically, the purpose of issue management is to manage issues circulating in the community, therefore the role of public opinion in social media. Public issues and opinion can have a significant impact on organizations or institutions and produce significant effects on the digital media side. This reason is what makes the issue must be handled with the right management, when this opinion is present later requires management to reduce the impact on the institution and resolve it as quickly as possible.

9 CONCLUSIONS

Based on the results obtained in this study, it can be concluded that public opinion influences the management of issues with a positive relationship direction and strong strength. Because basically this concept of public opinion serves as a public step to find out what the conditions are like with the issues circulating today. To develop a positive public opinion on a Pfizer-Moderna Vaccine issue on Social Media, the public must be given complete and objective information about the positives and benefits of the Vaccine made by the United States. This is because the vaccine is very concerned about the interest of the Indonesian public in fighting COVID-19, so that there will be a concrete and real understanding of Pfizer-Moderna. Aside from the opinions and suggestions from the public regarding vaccines, the government in this case the Jakarta Provincial Government also plays a role in educating the public about the COVID-19 vaccine. From the results of this study, researchers see that public opinion circulating on social media is very decisive. Because this concept of public opinion serves as a public step to finding out what the conditions are like with the issues circulating today.

It is expected for future research to be able to measure public opinion with factors or formulations other than those already known by researchers. And researchers further consider other factors such as in terms of digital media or using other variables in social science and communication science. It is expected that the Jakarta Provincial Government can always improve issue management activities as well as possible. Things that can be done start from the delivery of information to the public with persuasive social media content.

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