



## Empowering youth as vaccine advocates: Harnessing the power of educational videos

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### ABSTRACT

*This community service program aims to empowering youth to build awareness to the community. This community service using service learning methods. The Various efforts have been made by the Government and society to deal with the COVID-19 pandemic, starting from maintaining distance, using masks, and washing hands to vaccination programs. Even so, public acceptance of COVID-19 vaccination is not always positive. There are still people who refuse to be vaccinated for various reasons, such as doubts about the effectiveness of vaccines, distrust of vaccines, concerns about side effects, and even religious reasons or the halalness of vaccines. This form of public resistance to vaccines does not only circulate in whispers between residents and other private spheres but also circulates through social media and WhatsApp groups. This community service is carried out by providing training in making educational videos to young people in Benowo District, Surabaya. the selection of teenage participants the main consideration is that teenagers are the most active social media users so with the training in making educational videos, it is hoped that teenagers can become peer educators who provide positive messages to their peers and older or younger people using -creative and innovative ways.*

**Keywords:** community resistance; social media; COVID-19 vaccines

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## INTRODUCTION

COVID-19 has entered the middle of 2021, since it was announced World Health Organization (WHO) on March 11 2020 as a pandemic (Abrams & Greenhawt, 2020), and its movement continues to be worrying. In almost all places in the world, the policy is to close borders carried out to reduce the exposure of residents of their area to more severe virus contamination. As a result, various regions implemented lockdown policies, including the Indonesian government which also implemented similar policies in several large cities in Indonesia (Abdullah, 2020; Nurlaila et al., 2021; Setiati & Azwar, 2020). The COVID-19 pandemic has also had a major impact on the economy. People's purchasing power

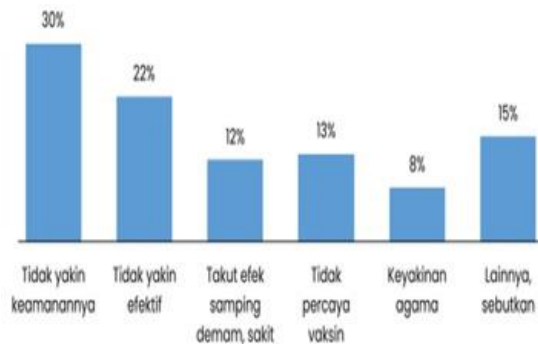


fell quite sharply by 64 percent. Data from BPS states that household consumption fell from 5.02 percent in the first quarter of 2019 to 2.84 percent in the first quarter of 2020 and fell further to 2.23 percent in the first quarter of 2021 (Darmastuti et al., 2021). Apart from that, this pandemic has also caused prolonged uncertainty in the business world, resulting in investment weakening and having the implication of stopping many businesses. BPS reported that the number of unemployed in the first quarter of 2020 reached 8.75 million and increased in the first quarter of 2021 to 9.77 million unemployed. Apart from having an impact on increasing the number of unemployed, this pandemic also has an impact on reducing working hours and income (Romadhona, 2022).

As time goes by, the world is working together to fight this virus, hope is growing with the development of various vaccines, especially in China, England, and America (Kashte et al., 2021). Vaccination aims to reduce the transmission of COVID-19, reduce morbidity and mortality due to COVID-19 (Haghpanah et al., 2021; Coccia, 2022), achieve herd immunity in society, and protect society from COVID-19 so that they remain socially and economically productive. As of March 2021, more than 300 million doses of the COVID-19 vaccine have been injected in more than 100 countries around the world (Rinukti et al., 2023). This vaccination program is the largest in history (Link-Gelles et al., 2023). The first vaccine was administered less than a year after initial cases of the coronavirus were confirmed to have emerged in Wuhan, China (Ralph et al., 2020). Some countries have secured and sent vaccine doses in large quantities, but many other countries are still waiting for their first vaccine shipments (Forman et al., 2021). The uneven distribution is caused by various things, including production problems and large bilateral agreements between rich countries and drug manufacturers. Countries that cannot afford vaccines will get them for free through special funds (Nhamo et al., 2021). Meanwhile, other countries can continue to pay through various bilateral negotiations. Indonesia as a developing country will of course not be able to compete with developed countries regarding the speed of vaccination, especially with its large population and diverse social culture (Arifin & Anas, 2021).

Various efforts have been made by the Government and the community to deal with this epidemic disaster, such as health protocols, regional restrictions and also providing free vaccinations to the entire community. President Jokowi was the first person to receive the vaccine on Wednesday, January 13, 2021 (Sari et al., 2023), followed by first-priority vaccine recipients such as health workers, assistant health workers, support staff who work in health service facilities, TNI/Polri, legal officers and other public service officers (Yogatama et al., 2022). Even so, public acceptance of COVID-19 vaccination is not always positive. According to the COVID-19 vaccine acceptance survey conducted by the Ministry of Health in collaboration with WHO and UNICEF in November 2020, around 74% of respondents knew about the potential of the COVID-19 vaccine being developed. However, the information obtained varied based on the region and economic status of the respondent. The number who already know about the vaccine, around two-thirds of respondents are willing to get the vaccine and the rest are still doubtful and question factors related to the vaccine. Based on the results of a survey

conducted by the Indonesian Ministry of Health, the most common reasons for refusing the COVID-19 vaccine were related to vaccine safety (30%); doubts about vaccine effectiveness (22%); distrust of vaccines (13%); concerns about side effects such as fever and pain (12%); and religious reasons or halal vaccines (8%) (Bono et al., 2021; Idris & Zaleha, 2022; Firdaus, 2022).



**Figure 1.** Common reasons for refusing the COVID-19 vaccine

This form of public resistance to the vaccine is not only circulating in whispers between residents and other private spheres but more than that, they are sharing various distrust and doubts regarding the COVID-19 vaccination via social media and also WhatsApp groups. As a result, this information circulates more massively and makes people hesitant or apathetic about participating in the national vaccination program. The circulation of inaccurate rumors received by the public adds to the chaos regarding the COVID-19 vaccine issue. The result is an attitude of fear, uncertainty, and questions of trust existing in society. In conditions like this, people are increasingly trapped by uncertainty which ultimately affects each person's fear. Due to ignorance and uncertainty regarding the information received, the distribution of the government's information regarding vaccines is not comprehensive and not easily understood by the public. As a result, various attitudes emerge in society, including acceptance, doubt, and even resistance to vaccines.

From these various findings, it can be seen that the crisis management carried out by the Government in dealing with COVID-19 has not gone well. For this reason, participation from various levels of society is needed to participate in providing educational messages to the public from various levels related to overcoming the COVID-19 pandemic in general and implementing the COVID-19 vaccination program in general. One of the most effective forms of conveying messages today is through short video content which can be uploaded via various social media such as YouTube, Facebook, Instagram, Twitter, or TikTok.

Community Service with the title "Educational Video as an Effort to Reduce Community Resistance to COVID-19 Vaccination in the City of Surabaya" is one of the methods carried out by the team as a response to the findings in the author's research throughout 2021. This activity was carried out by providing training and making educational videos for young people in Benowo District, Surabaya. the

selection of teenage participants the main consideration is that teenagers are the most active social media users so with the training in making educational videos, it is hoped that teenagers can become peer educators who provide positive messages to their peers and older or younger people using -creative and innovative ways.

## **METHOD**

The method used in this Community Service activity is Service Learning the process were consist of the preparation, community service team explored the possibility of implementing activities in one of the sub-districts in the city of Surabaya and chose Benowo District as the implementation location. Benowo District is an area on the outskirts of Surabaya City which borders closely with Gresik Regency; Observation takes the form of an initial survey to conduct a meeting with the youth organization management and convey the activity plan and material content to be delivered, as well as determine the appropriate time and place; training, this training activity is carried out in a hybrid manner or online and offline simultaneously to maintain health protocols. This training is divided into several materials, namely: COVID-19 Vaccination Program in Surabaya; Principles of Communication as a Peer Educator; Educational Video Making Tutorial; Practice of Making Educational Videos; Training participants are invited to immediately practice making educational videos accompanied by several team members. Each participant forms a group and determines a topic as well as the location where the picture was taken; evaluation, the evaluation stage is carried out after the participants have collected the results of their educational video production to provide suggestions and input to improve their content production capabilities in later days.

## **RESULT AND DISCUSSION**

In the first stage of implementing Community Service activities, a survey was carried out and need assessment with the youth organization management in Benowo District to find out the potential of the young people there as well as mapping information needs regarding community resistance to COVID-19 vaccination. From the results of observations, it was revealed that the target audience for the activity was young people aged 15 to 18 years considering that they are the generation that is most active on social media and include digital natives who are already familiar with communication technology, so it is hoped that this training can be absorbed optimally. The people in the city of Surabaya have interesting characteristics. Even though most of them come from the Javanese tribe, the culture that developed in the city of Surabaya was greatly influenced by the acculturation of various cultures such as Madurese, Chinese, and Arabic. Old cities in Surabaya such as the Arab village in Ampel, Chinatown on Jalan Kembang Jepun, and Madurese people who are spread across various areas of the city of Surabaya make Surabaya society diverse and more receptive to reform compared to other areas in East Java. This also includes when the Government launched this vaccination program. Even though there are still some people who refuse for

various reasons, the implementation of vaccination in Surabaya is considered the most successful compared to other areas in Surabaya.

The National Vaccination Program held in East Java was held for the first time on January 14 2021 at the Grahadi State Building. There were 22 recipients of the first vaccine, one of whom was the Deputy Governor of East Java, Emil Elestiano Dardak. Governor Khofifah did not participate in the vaccination because he was currently positive for COVID-19. Furthermore, vaccinations were given to Health Workers in all regions in East Java. Head of the East Java Health Service (Kadinkes), Dr Herlin Ferliana received 77,769 doses of the Sinovac vaccine in this first stage. East Java is one of seven provinces prioritized to receive vaccines. On February 5, 2021, based on a report from the East Java Health Service, 10 regions had carried out the first phase of vaccination, namely Sidoarjo, Gresik, Tulungagung, Jember, Ponorogo, Nganjuk, Mojokerto Regency, Batu City, Mojokerto City, and Sidoarjo City. To accelerate vaccination, Governor Khofifah has prepared logistics, and human resources and visited several vaccination points to directly monitor its implementation (Kusumawardani et al., 2020).

The second phase of vaccination targeting elderly residents and public service workers has also been implemented starting in March 2021. Surabaya is the city with the fastest service compared to other areas in East Java. Data collection on elderly people is carried out up to the RT/RW level with easy requirements, just bringing a photocopy of your KTP and writing down screening data related to health. However, this is not seen in other areas in East Java, especially in rural areas. Information related to who can be vaccinated, how to register, what the benefits of vaccination are, and what if there are post-vaccine impacts has not been received in its entirety. Even though the East Java Provincial Government collaborated with the Ministry of BUMN to hold a mass vaccination at Grand City Mall Surabaya for a whole month which could be attended by all elderly people throughout East Java, coverage from outside the city of Surabaya was still less than optimal.

Meanwhile, the Surabaya City Government has gone far ahead with the next stage of vaccination targeting the general public and children aged 12-17 years. To accelerate the vaccination program, the Surabaya City Government held a mass vaccination at the Gelora 10 November Stadium (G10N) Surabaya for one week. Eri Cahyadi, Mayor of Surabaya who replaced TriRisma Harini said that several potential vaccination recipients were not Surabaya residents or lived in Surabaya. The mass vaccination activity was stopped because Eri received reports that many companies outside Surabaya ordered their employees to vaccinate in the city of Surabaya. To anticipate that this incident would not happen again, Eri asked the company to send a letter to the Surabaya City Government along with the names of the workers who were vaccinated. Later, the list of workers' names will be checked with data from the Surabaya City Manpower Department (Disnaker).

Apart from providing vaccinations to the general public, the city of Surabaya has also provided vaccinations to students aged 12-17 years. Eri again said that the implementation of student vaccination in Surabaya targets around 20 thousand students and is coordinated by each school according to a predetermined schedule

(Ritunga et al., 2021). Apart from efforts from the Central, Provincial, and City Governments, Surabaya also benefits from many communities taking part in facilitating the acceleration of vaccination for the general public, such as those carried out by the Airlangga University Alumni Association, the Surabaya Ministry of Health Health Polytechnic, Halodoc & the University of Surabaya (UBAYA), as well as several shopping centers in the city of Surabaya. Unfortunately, this is not felt by other regions in East Java. Most are still waiting for their vaccine quota which will be distributed to local hospitals and health centers. In addition, information and education are not evenly distributed across various regions in East Java regarding the importance of vaccination.



**Figure 2.** Presentation of educational video material

The younger generation is expected to participate in health campaigns by becoming peer educators. This is because peers are an important source of information for teenagers compared to older people. Therefore, the younger generation must also understand the principles of communication in providing health education to their peers. There are seven principles for effective communication or what are usually called the 7 C's of Communication. First, Completeness. Communication must convey the facts needed by the audience. The sender of the message must consider the mindset of the recipient of the message and convey it accordingly. This complete form of communication has features including being able to develop and improve personal/organizational reputation; saving costs because no important information is lost so no additional costs are incurred to convey additional messages if communication has not been completed; providing additional information wherever needed and leave no questions in the mind of the recipient of the message; Complete communication can also help in making better decisions by message recipients because they get all the important and desired information. Second, Conciseness. Communicate what you want to convey with as few words as possible without ignoring other communication principles. Communication that is not long-winded can save time and save costs. This is done by avoiding the use of excessive and unnecessary words. Concise communication provides an important message in limited words to the audience. Short messages will be more interesting and understandable to the audience and will be non-repetitive.



Third, Consideration. Effective communication must consider the point of view, background, mindset, and educational level of the message recipient. Communicators must be able to imagine the needs, emotions, and problems of their communication. Changing the wording in the message to suit the audience's needs makes the message complete. Some characteristics of considerate communication are: emphasizing the audience's income; empathizing with the audience and showing interest in the audience thereby stimulating positive reactions from the audience; and conveying optimism to the audience. One example is emphasizing positive sentences rather than negative sentences. Fourth, Clarity. Clarity implies emphasizing a particular message or goal at a time rather than trying to achieve too much at once. Clarity in communication has the following characteristics: makes understanding easier; complete clarity of thoughts and ideas in enhancing the meaning of the message; and use of precise and concrete words so that the message conveyed is clear.



**Figure 3.** Practical preparation for making educational videos

Fifth, Concreteness. Concrete communication implies specificity and clarity rather than vagueness and generality. Concrete communication strengthens self-confidence, is supported by facts and specific points, and uses clear words that build a reputation and are not misinterpreted. Sixth, Courtesy. The sender of the message must be polite, tactful, reflective, and enthusiastic to keep the message recipient's emotions stable and easy to receive the message. Politeness considers the point of view and feelings of the recipient of the message. Messages that are positive and focused on the audience will show respect and are not biased. Seventh, Correctness. Correctness in communication implies that there are no grammatical errors so that the message conveyed is precise, correct, and timely. If the communication is correct then a greater impact will be felt on the audience. For this reason, use real, accurate, and factual data in conveying messages.



**Figure 4.** Some results of participant educational videos

Educational videos aimed at peers do not require high skills and also do not require expensive equipment. Everyone can use their smartphone to record and edit videos before uploading them to digital media. However, what needs to be paid attention to is how to create an interesting and effective concept so that the message you want to convey can be well received by the target recipient of the message. Here are seven ways to make educational videos using a smartphone. (1) Determine content ideas. Before starting the shooting process, determine a clear concept and storyline. Use notes for each scene that must be shot, if necessary use a storyboard so that the plans are recorded well. (2) Use a stabilizer such as a tripod or monopod. The key to good video is stable shooting. Don't shake so as not to make the watching audience dizzy. If you are not sure that the cameraman's hand is stable in holding the cellphone camera, you should use tools such as a tripod, monopod, or gimbal. (3) Edit the image taken with the application on your smartphone. There are many choices of free applications that can be used, such as Kinemaster, Filmigo, Inshot, or VivaVideo. These applications can be used easily to cut or edit previously taken videos. Users can also add text, music, stickers, and filters to beautify video content. (4) Choose a background sound that suits the video concept but you need to think about the possibility of free music so as not to violate copyright. (5) Save the video at the highest quality. Smartphones nowadays have various qualities for their cameras and videos so to get the best video display, choose the highest quality setting, up to 4K if necessary. The following are some of the results of educational video content that have been carried out by four groups of training participants.

## **CONCLUSION**

This community service activity has been implemented and provides the following conclusions: Community service has achieved its target, namely young people in Benowo District, Surabaya City. The community responded well to the achievement indicators, namely they were directly demonstrated by making educational videos related to COVID-19 vaccination and requesting evaluation from the team regarding the content produced. The success rate of this program is 95%, namely involving youth and using the socialization method through visual media to increase public awareness of the effectiveness of the COVID-19 Vaccine.



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