

CONTENT ANALYSIS INSTAGRAM @KLIKDOKTER IN EDUCATING PUBLIC ABOUT THE BOOSTER VACCINE

Dewi Rachmawati¹, Lamria Raya Fitriyani²

Institut Komunikasi dan Bisnis LSPR^{1&2}

Author correspondence: dewi.r@lspr.edu

ABSTRACT

After being quite successful in handling Covid-19 through Vaccines 1 and 2, the government of Indonesia plans to launch a booster vaccine along with the Covid-19 phenomenon that is still spreading again. Based on information obtained from the vaksin.kemkes.id, the achievement for the second dose of vaccination in Indonesia has reached 72.77%. To support the government's efforts, several telemedicine providers also participate in outreach the public. Socialization is very necessary so that the public is aware and prepared to welcome it. One of the telemedicine providers that participates in this is Klikdokter. This study seeks to understand the posts made by the Instagram account @klikdokter in the socialization of the booster vaccine to the public. This study uses a descriptive qualitative approach with the message content analysis method proposed by Neuendorf dan Krippendorff and persuasion theory by Aristotle's, Logos, Etos and Pathos. The results showed that the socialization provided was sufficient to provide information to the public. On the other hand, it is necessary to add other relevant information so that the public is clearer.

Keywords: *content analysis; telemedicine; klikdokter; booster; vaccine*

INTRODUCTION

The COVID-19 pandemic, which is still spreading in various countries, including Indonesia, has made the government continue to carry out various measures for the community. One that the government continues to aggressively implement is the vaccine program, which has been implemented since 2021 for doses 1 & 2. Seeing the development of the covid 19 virus which is still spreading and creating new variants, the government will implement the first booster vaccine and second booster vaccine. The first booster vaccine started in January and is aimed at people aged 18 years with priority for the elderly and certain patients with a minimum of 6

months after the injection of the first and second doses of vaccine (Rokom, 2022). Based on data from the Ministry of Health, the achievement for the second dose of vaccination in Indonesia has reached 72.77%, while the third or first booster vaccine has only reached 26.37% (Kemenkes, 2022). The second booster vaccine is currently only intended for health workers. Of course, the success of this second booster vaccine requires the support of the government and also various parties to be able to provide socialization and information aimed at persuading the public to carry out the second booster vaccine.

One of the parties that also convey various information regarding health and the development of COVID-19 is the telemedicine service. According to WHO, telemedicine is a health service provided through the use of technology and communication that aims to diagnose, treat, provide prevention and evaluate health conditions for someone who is in a location far from health facility services. The presence of telemedicine is certainly a breakthrough in the development of digital technology in the health sector that helps people get health services. The developers of these services continue to formulate various tools that can transmit each patient's data and give signals to clinics and hospitals so that assistance can be given immediately. In addition, remote areas that are geographically constrained can certainly be assisted with telemedicine services (Putri, 2020).

The use of telemedicine that is familiar to the community is certainly accompanied by technological developments that make changes in society in communicating and obtaining information. Currently, in Indonesia, there are already many telemedicine services with an increasing number of users, this is increasingly in demand since the covid 19 pandemic which makes people hampered by mobility and makes it impossible to get health services directly. In addition, the government also appeals to the positive COVID-19 community with mild symptoms to self-isolate at home and take advantage of telemedicine services, both government-owned and private health services. According to the results of the Katadata Insight Center (KIC) survey, Halodoc is the service most widely used by the public, which is 46.5%, then telemedicine services by hospitals or clinics as much as 41.8%, Alodoc as many as 35.7%, online doctor consultants as much as 20.3% and Klikdokter occupies the fifth position as much as 15.5% (Annur, 2022).

Various previous studies have done quite a lot of research on telemedicine, where telemedicine services are used as an alternative and solution in health services for the community in the COVID-19 pandemic situation, of course, this is also supported by an appeal from the government (Lubis, 2020). In addition, the results of previous studies also show that users use telemedicine services due to the covid 19 pandemic which creates concerns in conducting direct consultations, as well as getting information and solutions for the illness they are suffering from as well as for drugs that must be consumed. However, the patient's trust in the results of the diagnosis is only for patients who do experience a diagnosis of mild disease (Sari and Wirman, 2021).

One of the telemedicine providers that also supports the government's steps and program for the second booster vaccine is Klikdokter, which has been present in Indonesia under Kalbe Farma since 2008. The data above shows that Klikdokter users occupy the fifth position in all telemedicine services in Indonesia, but until

now, Klikdokter has quite a lot of cooperation with companies and the government. Using the tagline JagaSehatmu, Klikdokter is here to support government programs in dealing with covid 19, telemedicine services with product brands, and also The Ministry of Tourism and Creative Economy to encourage health tourism destinations (Cahyadi, 2021; Ansori, 2021).

Klikdokter uses an Instagram account to communicate with the public, namely @Klikdokter, which has 367 million followers with 3,065 posts, data as of September 2022. Through its posts on Instagram, Klikdokter provides various health information, and facilities offered and also provides government programs for health issues that are currently endemic in Indonesia, including the second booster vaccine program. Klikdokter's Instagram posts have posted enough about the first dose of vaccine, the second dose of vaccine, and the first booster vaccine. Although until now, the government has not announced when the general public will receive the second dose of booster vaccine, it is early to convey this information to the public so they can prepare. Of course, the various posts of the second booster vaccine that were delivered through the Klikdokter Instagram account are a tangible form of the government's steps in tackling COVID-19 and directly urge the public to play an active role in supporting the program the government has planned.

In the communication process, the message conveyed from the sender of the message can certainly be received by the recipient of the message properly. Likewise, in health communication, messages sent especially by the government are certainly expected to be well received by the community and ultimately can change behavior. Health communication according to Notoatmodjo (2007) in Harahap (2019) is a systematic effort in health to influence people's behavior so that it becomes positive. Furthermore, Liliweri defines health communication as a study that studies how to use communication strategies to disseminate health information that is expected to influence individuals and communities to make the right decisions related to health management. In this case, health communication is closely related to the education provided to the public. Liliweri (in Kassa, Vidyarini, Monica, 2020), also said that messages that include content and information content are a series of quantity and quality both verbally and visually regarding health delivered by communicators and the media. Quantity refers to the amount of time used in creating and delivering messages, namely seconds, minutes, or hours, while message quality refers to quality, content quality, factual appearance, methods, and processing techniques. Health communication messages can be formed on the structure, message, message style, and also appeal of the message.

Education in the context of health according to Notoatmodjo (2012) is an activity or effort to convey health messages to the community, group or individual. With this message, it is hoped that the community, group or individual can gain knowledge about better health. According to the same source, there are 3 methods of education based on the target, namely 1) Method based on individual approach, 2) Method based on group approach and 3) Method based on mass approach. This research is included in the third category, namely the mass approach. Where the message is conveyed through social media Instagram, which is expected to reach the masses. The target of this third method is general in nature, does not differenti-

ate between age, gender, occupation, social economy status, education and others.

Health education cannot be separated from the role of persuasion so that the public can change or follow the information and recommendations suggested by health communication. Persuasion in principle is not coercive. However, in delivering messages, especially on social media such as Instagram, readers are expected to be able to follow what is informed. In this study, the theory of persuasion is the main theory that overshadows this research. How a message displayed by Instagram @klikdokter as an extension of the government can play a role in educating the public about booster vaccines.

The theory of persuasion adopted in this study is the theory of persuasion by Aristotle. According to Aristotle in (Larson, 2010), the components of persuasion consist of Ethos, Pathos and Logos. Logos is related to logical proof. In this case, people are persuaded not only because of the evidence that has been presented, but by whom the evidence was presented. Ethos speaks of the qualities of the speaker according to the following three points: wisdom, virtue and purpose. While the Pathos is often associated with emotions. So, in this case is how to persuade people emotionally, because it is usually more quickly accepted by logic (Pearson, Nelson, Titswort, Harter, 2012).

Ethos, Pathos, and Logos are used as tools of persuasion in conveying message content on social media. The content of messages in social media aims to persuade followers, such as hashtags on social media, for specific persuasion purposes. Messages conveyed in social media can also be seen through visual rhetorical persuasion, namely symbols and visual images used in communicating. Visual rhetoric not only describes designs or images in social media posts, but also the existence of culture and meaning that is depicted either directly or indirectly (Foss, Foss, and Trap, 2002).

Previous research on content analysis aims to study and draw conclusions about events through images, content, characteristics, messages and the development of such content. The results of previous research indicate that the content of a media provides a view and a mental revolution in responding to an event that is developing and occurring (Silalahi, Luik, and Aritonang, 2021). Powerful analytical content to answer the impact of the resulting media and the impact on the public. It aims to measure the level of accuracy of the sender as the maker of the message and the direction the message is delivered (Arafat, 2018).

This research on analytical content on Klikdokter Instagram is important to study because it conveys health messages which of course is also a government policy. Klikdokter, which is one of the telemedicine providers in Indonesia, participates in supporting government programs for the first and second booster vaccinations. Instagram is used by Klikdokter in conveying a health message, it is necessary to know how to describe the content of the communication message used through its posts because a message will be successfully delivered, it is also determined from the content of the message used by Klikdokter.

This study focuses on examining the content of messages in Klikdokter's Instagram account posts, by selecting posts that convey information about the first and second booster vaccines throughout 2022. According to Krippendorff, content analysis is a research technique used to be able to see all the characteristics of the

content of the message conveyed, namely through the visible (manifest) and the invisible (latent), and the analysis is carried out by paying attention to the context (Eriyanto, 2013). The purpose of content analysis in this study is to identify the visible (manifest) and invisible (latent) content/messages of socialization posts made by the @klikdokter account regarding the first and second booster vaccines. The content analysis carried out in this study only discussed the posters and captions displayed and did not discuss comments and likes from posts.

METHODOLOGY

This study uses a descriptive qualitative approach with a message content analysis method using the theory of Neuendorf and Krippendorff and the theory of persuasion by Aristotle. Content analysis according to Maarif (2010) is a method or technique of analyzing the content of a text, words, and the meaning of images, symbols, ideas, themes, or other messages from a publication. Furthermore, Martono (2012) said that content analysis is a method that uses non-humans as the object of analysis.

Krippendorff (1980) in Prasad (2008) explain that content analysis is a research technique that concludes and replicates so that the data is considered valid in its context. Meanwhile, Weber (1985) in the same source states that content analysis is a research methodology that uses a set of procedures to draw valid conclusions from the text or object being analyzed. This relates to the sender of the message, the message to be conveyed, and also the recipient of the message. Stone also in the same source defines that content analysis is guided by procedures to assess the extent to which certain references, attitudes, or themes are related to the message or document being discussed.

According to Fiske (in Eriyanto, 2013), there are two forms of flow in content analysis studies, namely transmission flow, and production flow.

1. The transmission stream views communication as a form of sending messages. The process of learning linearity from the sender of the message to the recipient of the message. The assumption is that the sender of the message plays an active role and the sender of the message plays a passive role.
2. The production flow views communication as a process of producing and exchanging meaning between the sender of the message and the receiver of the message.

In this study, the theory put forward by two experts in communication science is used, namely Neuendorf and Krippendorff. The two experts explained that content analysis can be used to analyze both the visible/manifest and the invisible/latent (Eriyanto, 2013). The persuasion theory is also applied to this research by referring to Aristotle's theory of persuasion which is divided into 3 elements of persuasion, namely Logos, Ethos and Pathos. The unit of analysis in this study is the post (poster) and caption on Instagram @klikdokter starting from July 2022 to August 2022, regarding the education of the first and second booster vaccines.

The following theoretical framework is used to describe this research. Klikdokter telemedicine through its Instagram provides education to the public about booster vaccines. This is also influenced by the theory of persuasion which is the main the-

ory in this research. How does Instagram @klikdokter persuade its followers about booster vaccines? From the messages conveyed on their social media, they hope that the public will understand the information on booster vaccines. What are the types of booster vaccines? How many doses for a booster vaccine? When is the booster vaccine schedule? How to register? and What is the importance of a booster vaccine?

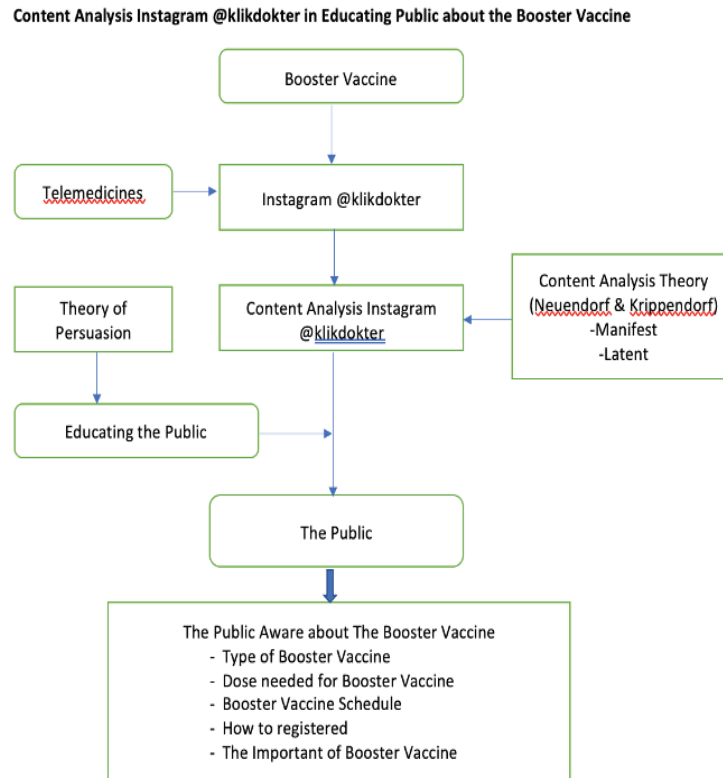


Figure 1. Conceptual Framework

RESULT AND DISCUSSION

Many socializations about booster vaccines have been carried out by various groups in Indonesia in helping the Ministry of Health to socialize this booster vaccine. The efforts made by telemedicine through applications and social media posts need to be appreciated. One of those who took part in this was the @klikdokter Instagram account which was discussed in this study.

The socialization displayed by the Instagram account @klikdokter regarding the first booster vaccine and the second booster vaccine is one of the efforts of this telemedicine account to provide socialization to the public. This socialization was posted from January 2022 to August 2022. There were five posts regarding the first booster vaccine and booster vaccine with different numbers of likes and comments. The following is a discussion for each slide that is displayed along with captions and comments made by followers of the @klikdokter Instagram account. Content analysis was carried out using content analysis theory according to Neuendorf and Krippendorff. Where messages are analyzed based on messages that are visible (manifest) and those that are not visible (latent).

Vaksin Booster Covid-19 di Indonesia (Covid-19 Booster Vaccine in Indonesia)

The post ‘Vaksin Booster Covid-19 di Indonesia’, on January 11, 2022, consists of one slide with 1,292 likes and 106 comments.

Caption: BPOM has officially approved 5 Covid-19 vaccines that will be used as boosters. The five vaccines are CoronaVac or Sinovac, Pfizer, AstraZeneca, Moderna, and Zififax. By the recommendations of @WHO, the administration of a booster vaccine/advanced dose will be designed by the government with priority administration for high-risk populations, namely the elderly, health workers, and groups of individuals who have immune/immune system problems. On average, this booster is given 6 months after receiving the second dose. But still waiting for the government’s final decision to be used as a reference for giving the booster. #SuccessVaccination and receive this booster to protect yourself and those closest to you from the coronavirus, my Healthy People! #klikdokter #covid_19 #vaksinCovid #sinovac #aztrazeneca #prifezer #moderna #zfifax #vaksinbooster



Figure 2. Instagram Post Vaksin Booster Covid-19 di Indonesia (Klikdokter Instagram, 2022).

Manifest Analysis: In this post, we explain the types of vaccines and their combinations that can be used for the first booster. For example in the first line, if the vaccine used for the first and second vaccines is Sinovac, then the booster vaccine (the third vaccine) can also be from the Sinovac brand or Zififax.

Latent Analysis: From this post, it is an outreach to the public about the type of vaccine combination that can be used as a booster. It can be concluded that there are vaccines that can or should be combined with the same type as the previous vaccine (first and second vaccines). Some can be combined with a different vaccine from the previous one. This is intended to achieve the immunity expected of a person in

fighting the Covid- 19 pandemic. At the bottom of the poster, there is a source that can be accounted for, namely the BPOM (Drug and Food Supervisory Body) of the Republic of Indonesia. This means that these types of vaccines are legal and have gone through the clinical trial stage and obtained permission from the government.

Caption 11 Januari 2022

klikdokter BPOM udah secara resmi memberikan persetujuan untuk 5 vaksin COVID-19 yang bakalan digunain sebagai booster. Kelima vaksin itu adalah CoronaVac atau Sinovac, Pfizer, AstraZeneca, Moderna dan Zifivax.

Sesuai sama rekomendasi @WHO, pemberian vaksin booster/dosis lanjutan bakal dirancang oleh pemerintah dengan pemberian yang diutamakan untuk populasi yang berisiko tinggi yaitu lansia, tenaga kesehatan, dan kelompok individu yang memiliki masalah sistem imun/kekebalan.

Rata-rata pemberian booster ini dilakukan 6 bulan setelah penerimaan dosis kedua. Tapi tetap menunggu keputusan final pemerintah untuk dijadiin acuan pemberian boosternya ya.

#SukseskanVaksinasi dan lakuin penerimaan booster ini demi melindungi diri dan orang terdekat dari virus corona ya, Rakyat Sehatku!

#klikdokter #covid_19 #vaksinocovid #sinovac
#aztrazeneca #pfizer #moderna #zifivax
#vaksinbooster

Figure 3. Caption Januari 2022 Post Vaksin Booster Covid-19 di Indonesia (Klikdokter Instagram, 2022)

Manifest Analysis: In the caption of this post on January 11, 2022, it appears that telemedicine @klikdokter wants to inform the public about 5 types of vaccines that can be used as booster vaccines/advanced doses. The five types of vaccines are CoronaVac or Sinovac, Pfizer, AstraZeneca, Moderna, and Zifivax. The caption also explains that in Indonesia, giving booster vaccines will be prioritized for populations at risk first, namely the elderly, health workers, and groups of individuals who have problems with their immune systems. Then continued with information that the new vaccine can be given after 6 months from receiving the second dose. However, the decision will await further notification from the government.

Latent Analysis: Overall, the socialization provided by @klikdokter telemedicine can provide information to the public so they don't wonder what type of vaccine can be used for their first booster. They also informed about priority groups of vaccine recipients and also the right time to receive the vaccine. The last sentence that begins with the hashtag #SukseskanVaksinasi is an invitation to the public that by doing a booster, they will be able to protect themselves and others.

Update Vaksin Booster Covid 19 (Covid 19 Booster Vaccine Update)

The post 'Update Vaksin Booster Covid 19', on January 12, 2022, consists of one

slide with 657 likes and 68 comments.

Caption: Booster Vaccine Latest Update January 12, 2022! Minister of Health Budi Gunadi conveyed that the giving of Boosters that Mindok informed above had obtained BPOM approval and was by WHO recommendations; Giving booster vaccines can use the same vaccine (homologous) or different vaccines (heterologous). This booster vaccination will be carried out at government-owned health care facilities such as Puskesmas, government hospitals, and local government hospitals and according to President @jokowi's information, this booster vaccine is free! Make sure you and your family receive this vaccine booster. Check your respective tickets and schedules on the @pedulilindungi.id application. #klikdokter #infokesehatan #hasilkanvaccinasi #vaccinbooster #booster #covid_19 #aztrazeneca #sinovac #pfizer #moderna



Figure 4. Instagram Post Update Vaksin Booster Covid-19 Januari 2022 (Klikdokter Instagram, 2022)

Manifest Analysis: This post dated January 12, 2022, is here to complement the previous day's post regarding the Covid-19 Booster Vaccine Update. This post is equipped with the required dose as a booster vaccine. For example, for the first line, if the first and second vaccines are Sinovac, then what is needed for a booster is half a dose of Pfizer or half a dose of AstraZeneca.

Latent Analysis: The second post which completes the previous day, explains more about the dose of administration that can be used as a booster vaccine. From existing posts, it can also be concluded that the type of vaccine can be different from the previous two vaccines. Then, another thing is that the dose given does not have to be full of one dose as before. However, just half a dose is enough to provide additional immunity to the body against the Covid-19 virus attack.

Manifest Analysis: In the caption above, the @klikdokter account conveys the information conveyed by the Minister of Health Budi Gunadi regarding the provision of booster vaccines given to the public that has received approval from BPOM and is also a recommendation from WHO to use similar vaccines (homologous) or different vaccines (heterologous). The caption also informs that booster vaccination can be carried out at the government and private health facilities, with the affirmation of

the sentence following the information provided by the President, that booster vaccination is free. Then it ends with the information that the public can check through the PeduliLindungi application for tickets and vaccination schedules.

Caption 12 Januari 2022

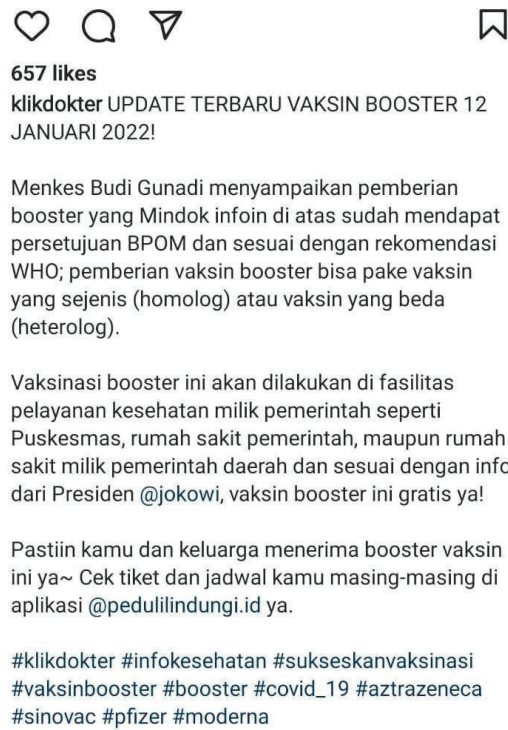


Figure 5. Caption Post Update Vaksin Booster Covid-19 Januari 2022 (Klikdokter Instagram, 2022)

Latent Analysis: The information provided in the caption is important information and direction to the public as potential vaccination recipients, that the selection of the type of vaccine is adjusted to the type of vaccine used by the community in the first and second vaccinations, and the booster vaccine that will be given has been checked and approved by the parties. -authorized parties so that they directly convey the booster vaccines that will be given are safe for the public. In addition, information is also complete about where to get a booster vaccination. So that people are not confused in finding out which places can provide booster vaccines, and can check directly in the PeduliLindungi application for tickets and booster vaccine schedules so that people are informed and can prepare themselves to receive booster vaccines.

Cara Daftar Vaksin Booster Covid-19 (How to Register for the Covid-19 Booster Vaccine)

The post 'Cara Daftar Vaksin Booster Covid-19', on January 13, 2022, consists of two slides with 327 likes and 26 comments.

Caption: Have you checked your ticket, schedule, and location for your COVID-19 booster vaccine? If you haven't checked now, it's in Peduli Protect. Reportedly, the tickets that come out are new for the elderly and those who have certain

comorbidities. Don't forget, this booster vaccine is free so make sure you use it well. How about you, have your tickets shown up yet? #klikdokter #infokesehatan #vaccinbooster #booster #vaccinovid #pedulilindungi How to Register for the Covid-19 Booster Vaccine

The first slide: In the form of a vaccine image and the sentence; How to Register for a Covid-19 Booster Vaccine.

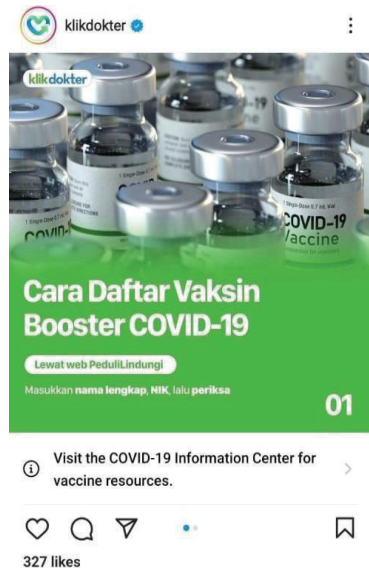


Figure 6. Instagram Post Cara Daftar Vaksin Booster Covid-19 January 2022 (Klikdokter Instagram, 2022)

Manifest Analysis: This first slide provides information to the public on how to check whether they have registered to get the first booster vaccine. The poster also explains that to check it can be through the PeduliLindungi application. Then proceed by entering your full name, and NIK (Population Identification Number) and then click to check whether you are eligible or not to get the first booster vaccine.



Figure 7. Instagram Post Lewat Aplikasi Peduli Lindungi January 2022 (Klikdokter Instagram, 2022)

Latent Analysis: There are pictures of Covid-19 vaccine bottles as a background, this shows an invitation to the public to return to vaccines to increase immunity. The writing at the bottom shows the public to be aware and immediately check whether they are eligible or not as the recipient of the first booster vaccine.

Second slide: In the form of pictures of vaccination activities carried out by health workers to people who receive vaccines and vaccine information through the PeduliLindungi application.

Manifest Analysis: The picture in the background shows the vaccination activities carried out by medical personnel for people who receive the vaccine. Below is information on how to check a vaccine ticket for someone who will be vaccinated. The steps are through the PeduliLindungi application, then log in with the registered account. Then in the "profile" section, you can select "vaccination status and Covid-19 test results". After that, you will see the vaccine status and the booster vaccine schedule that is allowed for the account owner. In addition, you can also check vaccine tickets through the "History and vaccine tickets" menu.

Latent Analysis: Illustration of the image as the background, reminding the public to return to the vaccine, in this case, the second booster vaccine. Then the words below contain socialization to the public on how to check eligible tickets on the PeduliLindungi application. If someone has already got their ticket on the application, then they can be said to be eligible to get the second booster vaccine

Caption 13 Januari 2022

327 likes

klikdokter Udak cek tiket, jadwal dan lokasi vaksin booster COVID-19 kamu? Kalo belum cek sekarang ya di PeduliLindungi. Kabarnya tiket yang keluar baru untuk lansia dan yang punya komorbid tertentu.

Jangan lupa, vaksin booster ini gratis jadi pastikan kamu manfaatkan dengan baik.

Gimana, tiket kamu udah muncul belum?

#klikdokter #infokesehatan #vaksinbooster #booster #vaksincovid #pedulilindungi

Figure 8. Caption Cara Daftar Vaksin Booster Covid-19 January 2022 (Klikdokter Instagram, 2022)

Manifest Analysis: The displayed caption reminds the public to be able to check through the PeduliLindungi application whether the booster vaccine ticket has been issued. So that someone is eligible to get the first booster vaccine. In addition, there is also information that at that time the first published ones were for the elderly person and someone who had comorbidities. In addition, there is also an explanation that the booster vaccine obtained is free.

Latent Analysis: In the caption, it can be seen about the socialization of the public to check the vaccine ticket on the PeduliLindungi application. Then it was also explained that the first booster vaccine was given to the elderly and those who had certain comorbidities. In addition, it also emphasizes to the public that the second booster vaccine is free so that people do not have to pay for it.

Vaksinasi Booster Covid 19 Menjadi Syarat Masuk Mall (The Covid 19 Booster Vaccine Becomes a Requirement to Enter the Mall)

The one slide photo post, which was uploaded on July 9, 2022, consists of four slides, with 123 likes and 10 comments.

Caption: You haven't received the Covid-19 Booster Vaccination. Hurry up and do it now! Because the booster vaccine will be one of the requirements to enter the mall, not only that, but if you want to get on a plane you are also required to get the 3rd dose. In addition to increasing the number of booster vaccine recipients, this provision is also made to protect us all from Covid-19 when we are in crowded places. So keep following the health protocols and do booster vaccinations for your #JagaSehat

First Slide: In the form of pictures and writings of the Covid-19 Booster Vaccination So Requirements to Enter the Mall



Figure 9. Instagram Post Cara Daftar Vaksin Booster Covid-19 January 2022 (Klikdokter Instagram, 2022)

Manifest Analysis: The first slide contains pictures of five small dice with each dice a picture of a mask, a picture of an injection, a picture of a hand, and one of the dice with a picture of an injection held by a finger. There is also the sentence 'Covid 19 Booster Vaccination So Mall Admission Requirements?'

Latent Analysis: The picture in the post above is for information that booster vaccination has become a requirement for people who want to visit shopping places. So that it becomes information for people who have not done booster vaccines cannot visit shopping places.

Second Slide: In the form of a picture of a vaccine bottle and a poster sentence including a sentence from the Coordinating Minister for the Economy.

Manifest Analysis: In the second slide, there is Booster's writing with a picture of a vaccine bottle, and includes a quote from the Coordinating Minister for the Economy Airlangga Hartarto, who said that the implementation of the booster vaccine requirements was carried out to boost booster vaccination, based on data from the Ministry of Health, which only reached 24.5% of the target.



Figure 10. Instagram Post Booster January 2022 (Klikdokter Instagram, 2022)

Latent Analysis: Booster posts and vaccine bottles are an invitation to the public to immediately carry out booster vaccinations, this is reinforced by including a quote from the Coordinating Minister for the Economy that booster vaccines are a requirement for the community because there are still few people who have done the first booster vaccine. The information conveyed is expected to persuade the public to immediately carry out the first booster vaccination.

The third slide; Of course, this is done for the good and safety of all of us to prevent covid-19 in the middle of the crowd, ya!



Figure 11. Instagram Post Pastinya ini dilakukan untuk kebaikan dan keamanan kita semua untuk mencegah Covid-19 di tengah keramaian ya, January 2022 (Klikdokter Instagram, 2022)

Manifest Analysis: The third slide has a picture of a hand that looks like holding the shape of a virus with the sentence. Of course, this is done for the good and safety of all of us to prevent covid-19 in the crowd, ya! As information for the public on why booster vaccination is a requirement to enter shopping places.

Latent Analysis: The image of the virus that seems to be in the palm of a human hand, shows that the virus is in their hands if the public does not carry out the first booster vaccination. This is reinforced by a sentence that informs and persuades that the requirements for the first booster vaccine are carried out to maintain and prevent the spread of the COVID-19 virus in crowds, one of which is in shopping areas. So that directly persuading the public if you do the first booster vaccine, it will be safer even in the middle of a crowd.

Fourth slide: So, don't forget to do a booster vaccination for Covid-19, friends KlikDokter!



Figure 12. Instagram Post Jadi, jangan lupa untuk lakukan vaksinasi booster Covid-19 ya Sobat KlikDokter (Klikdokter Instagram, 2022)

Manifest Analysis: The fourth slide contains a photo of a woman wearing a mask and a sign that she has done the first booster vaccination on her arm while holding up her thumb, and the sentence "So, don't forget to get a booster vaccination for covid-19, Klikdokter friends.

Latent Analysis: A photo of a woman wearing a mask and a booster vaccination sign on her arm while holding her thumb up as if to indicate the word okay, directly conveying to the public the approval to carry out the first booster vaccination, reinforced by an invitation to not forget to do a booster vaccination. So that this information is clear to convey, both in the invitation sentence used and the visual image in the post.

Caption 9 July 2022

Manifest Analysis: The caption asks the question, have you not been vaccinated

against the Covid-19 booster? Hurry up and do it now. The sentence is a question and an invitation to the community. The next sentence is information that booster vaccines have become a requirement for people to enter the mall and also use airplane transportation. As well as being strengthened by booster vaccination information, of course, to increase the number of booster vaccine recipients and also to guard against COVID-19 when in crowded places. The closing sentence is an invitation to continue to follow the health protocol and carry out booster vaccinations for your #JagaSehatmu.

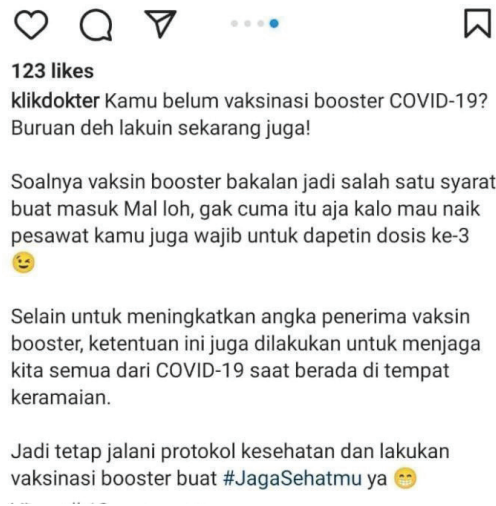


Figure 13. Instagram Caption, January 2022 (Klikdokter Instagram, 2022)

Latent Analysis: The caption used is quite informative. The initial sentence used is in the form of a question sentence to the public about whether they have done a booster vaccination, so this can be interesting for people who have not done a booster vaccination. Furthermore, the important information is that booster vaccination has become a requirement in traveling, namely entering shopping places or using airplane transportation. So people who want to visit crowded places and air transportation must prepare themselves by completing booster vaccinations. Furthermore, this information is reinforced with the aim of booster vaccination requirements is to increase the number of booster vaccine recipients and protect every community when they are in a crowd. Of course, the caption given in this post not only provides information but also educates the public.

Informasi Vaksin Booster Kedua (Second Booster Vaccine Information)

The post contains five photo slides, uploaded on August 9, 2022, with 386 likes and 17 comments.

Caption; Important information! Although currently the 2nd Booster Vaccine is still intended for medical workers, you still have to know the types, requirements, and schedule before getting this 2nd Booster Vaccine, right? So that you are not wrong and can maximally strengthen your body's defense against Covid-19! Also, share this information with friends or family that you care about. Oh yes, don't forget to first check your body's health condition so that it is more optimal before getting the 2nd Booster Vaccine by consulting a doctor via the Klikdokter Application, OK! #infosehat #Covid19 #KlikDokter #JagaSehatmu

First Slide

The first slide as shown in the image below provides an overview of the contents of the socialization series regarding the second booster vaccine.



Figure 14. Instagram Post Jenis, Jadwal dan Syarat yang Perlu Kamu Tahu Sebelum Vaksin Booster Kedua, August 2022 (Klikdokter Instagram, 2022).

Manifest Analysis: On the first slide it displays the words: Types, Schedules, and Conditions that you need to know before the second booster vaccine. This informs about what types of second booster vaccines are recommended for people in Indonesia. The schedule describes when the second booster vaccine is scheduled. And of course, the Indonesian people also need to know the requirements before the second booster vaccine. Whether someone has met the requirements, that's what this Instagram account will socialize.

Latent Analysis: What the Instagram account @klikdokter wants to convey is that the public is aware that a second booster vaccine needs to be carried out in line with the new wave of Covid-19 in mid-2022. The public is also expected to prepare for the second booster vaccine if it has been scheduled by the government. The hashtag #Jagasehatmu on this slide also gives a message to those who view this Instagram so that people are concerned about their health and one of them is to carry out a second booster vaccination as an effort to maintain health and be kept away from Covid-19. A hand in blue gloves depicts a paramedic's hand holding a vial of vaccine and a syringe. There are 3 pieces of illustrations of the Covid-19 virus that illustrate that this pandemic still exists.

Second Slide; Type and Dosage of Second Booster Vaccine to choose from

The second slide describes the types and second booster vaccines that the public can choose based on the first booster they receive.

Manifest Analysis: Here this Instagram account wants to educate the public about the type and how many doses are needed for this second booster vaccine. For example, if the first booster gets a Sinovac vaccine, for the second booster you can choose the AstraZeneca vaccine (half dose or 0.25 ml). You can also choose a

half dose of Pfizer vaccine or 0.15 ml or choose a full dose of Moderna/Sinopharm/Sinovac or 0.5 ml.



Jenis dan Dosis Vaksin Booster Kedua yang Bisa Dipilih

Booster ke-1	Booster ke-2	Dosis
Sinovac	Astra Zeneca	Separuh dosis (<i>half dose</i>) atau 0,25 ml
	Pfizer	Separuh dosis (<i>half dose</i>) atau 0,15 ml
	Moderna	Dosis penuh (<i>full dose</i>) atau 0,5 ml
	Sinopharm	Dosis penuh (<i>full dose</i>) atau 0,5 ml
	Sinovac	Dosis penuh (<i>full dose</i>) atau 0,5 ml
Astra Zeneca	Moderna	Separuh dosis (<i>half dose</i>) atau 0,25 ml
	Pfizer	Separuh dosis (<i>half dose</i>) atau 0,15 ml
	Astra Zeneca	Separuh dosis (<i>half dose</i>) atau 0,25 ml
Pfizer	Pfizer	Dosis penuh (<i>full dose</i>) atau 0,3 ml
	Moderna	Separuh dosis (<i>half dose</i>) atau 0,25 ml
	Astra Zeneca	Dosis penuh (<i>full dose</i>) atau 0,5 ml
Moderna	Moderna	Separuh dosis (<i>half dose</i>) atau 0,25 ml
Sinopharm	Sinopharm	Dosis penuh (<i>full dose</i>) atau 0,5 ml

#JagaSehatmu Sumber: Kementerian Kesehatan (Kemkes) Surat Edaran Nomor SK.02.06/CP.0532/2022 02

Visit the COVID-19 Information Centre for vaccine resources.

Figure 15. Instagram Post Jenis dan Dosis Vaksin Booster Kedua yang Bisa dipilih, August 2022 (Klikdokter Instagram, 2022).

Latent Analysis: In this second slide, the public is asked to be aware and not carelessly choose the second booster vaccine. This is so that the vaccine that enters the body is more effective in fighting the Covid-19 disease. In addition, another implied message is that the public is asked to be aware of the required dose and refers to the previous booster vaccine.

Third Slide; When is the Second Booster Vaccine Schedule?



Kapan sih Jadwal Vaksin Booster Kedua?

Menurut dr. Theresia Rina Yunita dan Kementerian Kesehatan Republik Indonesia (Kemkes RI), setelah mendapatkan vaksin, biasanya antibodi akan bertahan sekitar 6 bulan. Jadi jika lebih dari enam bulan, antibodi yang didapatkan dari vaksin booster pertama sudah tidak maksimal dan butuh booster kedua.

Karena itu, vaksin booster dosis ke-2 harus diberikan selang enam bulan setelah vaksin booster dosis pertama.

#JagaSehatmu 03

Visit the COVID-19 Information Centre for vaccine resources.

Figure 16. Kapan sih Jadwal Vaksin Booster Kedua?, August 2022 (Klikdokter Instagram, 2022).

The third slide begins with the words: "When is the Second Booster Vaccine Schedule?". Added in the article, that is a quote from an expert (dr. Theresia Rina Yunita) and also the Ministry of Health of the Republic of Indonesia.

Manifest Analysis: On the third slide of this Instagram account, it is explained that the second booster vaccine can be given after 6 months from the first booster vaccine. Why? Because in general the body's immunity to a disease, in this case, Covid-19 will last for 6 months. And after 6 months the antibodies obtained from the first booster vaccine are no longer optimal in the body and require a second booster vaccine.

Latent Analysis: The message implied in this third slide is to make people aware of the importance of the second booster vaccine. Where after 6 months there is a decrease in immunity to a disease, which in this case is Covid-19. And the public is asked to be prepared if a second booster vaccine is available for immediate vaccination, so that the immune system, which had previously been declining, will rise again. And formed herd immunity in society.

Fourth Slide : Then, what are the requirements for the second booster vaccine?

The fourth slide is in the form of pictures and terms and conditions for receiving the second booster vaccine.

The requirements for the second booster vaccine are on the fourth slide. Where there are 3 conditions for a person to be able to receive the second booster vaccine, as shown on this fourth slide, the following is the analysis:

Manifest Analysis: In this fourth slide, there are three pictures. The first image depicts a woman who has been vaccinated (expression of the hand pointing to the arm that has been vaccinated). And there is also an article that has received the first booster vaccine. The second picture is a picture of a paramedic (makes/health workers) with the writing as a health worker. The third picture is a woman showing the PeduliLindungi application on her mobile phone and accompanied by the words: There is a vaccine ticket on the PeduliLindungi application.



Figure 17. Lalu, Apa Aja Syarat Vaksin Booster Kedua, August 2022 (Klikdokter Instagram, 2022).

Latent Analysis: The message to be conveyed on this fourth slide is that the public knows what the requirements of the second booster vaccine are. The first slide confirms that people who can receive the second booster vaccine are those who have already received the first booster vaccine (third vaccine). Then secondly, it is emphasized here that the government prioritizes those who receive this second booster vaccine who work as medical personnel. And then the next target is the wider community. The next absolute requirement is that the public can check on the PeduliLindungi application, whether there is a vaccine label or not.

Fifth Slide: KlikDokter Friends, are you ready to fight Covid-19 with the 2nd booster vaccine?



Figure 18. Instagram Post, Sobat KlikDokter udah Siap buat Lawa Covid-19 dengan Vaksin Booster ke-2, August 2022 (Klikdokter Instagram, 2022).

Manifest Analysis: Picture of a small family consisting of a father, mother, and a child with blue tape on the arm. There is also an inscription "Klikdokter friends, are you ready to fight Covid-19 with the second Booster Vaccination?"

klikdokter INFO PENTING!!

Meskipun sekarang ini Vaksin Booster Ke-2 masih diperuntukan untuk tenaga kerja medis, kamu tetap harus tau nih jenis, syarat, dan jadwal sebelum dapetin Vaksin Booster ke-2 ini ya. Supaya gak salah dan bisa secara maksimal perkuat pertahanan tubuh kamu melawan COVID-19!

Share juga informasi ini ke temen atau keluarga yang kamu sayangi ya ❤️

Oh iya, jangan lupa buat cek dulu kondisi kesehatan tubuh kamu supaya lebih maksimal sebelum mendapatkan Vaksin Booster ke-2 dengan konsultasi ke dokter lewat Aplikasi KlikDokter ya!

#InfoSehat #COVID19 #KlikDokter #JagaSehatmu

View all 17 comments

9 August · See translation

Figure 19. Caption Instagram Post, August 2022 (Klikdokter Instagram, 2022).

Latent Analysis: The message conveyed is a question as well as an invitation to the public to prepare for the second booster vaccine. The picture of a young family consisting of a father, mother, and child, shows the family's readiness to succeed in the government's efforts to overcome the Covid-19 pandemic through the second booster vaccination.

Manifest Analysis: The caption at the bottom of the slide contains socialization to the public that although currently the second booster vaccine is intended for paramedics or health workers, the public must know information related to this vaccine, both the type, terms, and schedule. In the middle, it contains an appeal so that the public can share this information so that it is widely known by the general public. At the end of the caption, it is also mentioned to check health first before doing the second booster vaccine.

Latent Analysis: In general, the captions made invite the public to be aware of general information about the second booster vaccine. In addition, it also prepares the community for this, so that in time the community will be ready and confident of this second booster vaccine.

Based on the theory of persuasion put forward by Aristotle, it can be seen how Instagram @klikdokter persuaded its followers about the third booster vaccine. This can be described in the logos, ethos and pathos elements of @klikdokter Instagram analysis content as follows:

Logos Element

In the post on January 11, 2022, he explained the first type of booster vaccine in Indonesia. It is also accompanied by a caption that makes it clear that the Food and Drug Supervisory Body (BPOM) has given permission for the type of booster vaccine for the Indonesian people. It is also reinforced by recommendations from WHO and also the first priority for the elderly and can be given after 6 months of the second vaccine. Logically, this persuades the public about the existence of this first booster vaccine and has been approved by the government. This post was also reinforced by the next post on January 12, 2022. By carrying the name of the Minister of Health Budi Gunadi and also the President of the Republic of Indonesia and his Instagram tag. This also logically shows the government's seriousness in urging the public to carry out the first booster vaccine. The post on the next day on January 13, 2022 informs how to register for the booster vaccine through the PeduliLindungi application. This makes it clear to the public about the registration procedure. This also indicates that if a ticket has not been issued on the application, then the public will not be able to receive the first booster vaccine. In the near future, it will be prioritized for the elderly and comorbid patients.

The next post on July 9, 2022 regarding the booster vaccine as a requirement to enter the mall, is an affirmation of the government's seriousness towards this booster vaccine. This was also done because the booster vaccine had not yet reached the desired target (slide 2). Until July 2022, only 24.5% of Indonesia's public target has had a booster vaccine. The third slide is a logical affirmation that what the government does is for the common good and security for all the public. The fourth slide is an invitation for a booster to @klikdokter's followers, which he refers to as. Friend Klikdokter.

In the post dated August 9, 2022 regarding the second booster vaccine, the first to fifth slides explain the logical evidence of the information submitted by the government. Where the first slide explains the entire message, then the second slide explains the recommended type and dose of booster vaccine. The second slide shows the combination of booster vaccines that can be selected. Including if you choose the same vaccine booster as the first type, it's just that the doses are different. It is hoped that from this combination, good individual immunity will be obtained to fight the Covid-19 virus. On the third slide, it is explained about when is the right time to do the second booster vaccine, that is 6 months after getting the first booster vaccine. On the fourth slide, it is explained what the requirements for the fourth booster vaccine are, namely having received the first booster vaccine, working as a health worker and having received a ticket on the PeduliLindungi application, which is a Covid 19 tracking application in Indonesia. Here it is logically explained that the first absolute requirement is to have received the first booster vaccine. Then, secondly, it was clarified that the priority to get the second booster vaccine in Indonesia was the health workers. Logically, only after the health workers will follow other groups who will get the vaccine according to the priority scale. Then lastly, someone can only get a second booster vaccine if they have already got a ticket at PeduliLindungi. Of course, this will be integrated with the previous second condition, namely the priority group. The fifth slide contains an invitation to readers, are you ready to fight Covid-19 with a second booster vaccine? The fifth slide also describes a family that is ready to fight Covid 19. Logically, in fighting Covid-19, we must work together and start from the family in order to eradicate this virus together. This logical evidence is also reinforced in the caption and added that for a booster vaccine one must also have a healthy body.

Ethos Element

In the post on January 11 2022, conveying the Covid 19 booster vaccine in Indonesia, describing the ethos element that is reflected in Klikdokter's goal, which is to deliver the Booster Vaccine through the types of vaccines that can be adjusted by the community will receive the booster vaccine. This can also be seen in the caption used, namely the statement that the booster vaccine is given after receiving the second dose whose decision awaits the government's final decision, the statement in this caption shows the ethos element used by Klikdokter, namely in the form of wisdom Klikdokter through its posts persuade the public by paying attention to the ethos element, by showing its credibility as a messenger, Klikdokter as one of the telemedicine providers pays attention to the information submitted, referring to government policies so that the content of messages received by the public can be trusted. Elements of the ethos can be seen in the post on January 12, 2022, which is about the latest update of the booster vaccine, which conveys additional vaccine variations that can be used by the public. In the caption, it appears that Klikdokter conveyed this information by providing a statement from the Ministry of Health, which indicated the content of the message provided by Klikdokter, showing its credibility as the sender of the message.

In posting on January 13, 2022, conveying how to register for the covid-19 booster vaccine, Klikdokter's credibility can be seen in the visual description and the

content of the message used to explain the steps for registering for the booster vaccine, which is delivered systematically according to the stages in the PeduliLindungi application. People who already have the PeduliLindungi application can follow the booster vaccine ticket stages submitted by Klikdokter. This shows that Klikdokter as the sender of the message has quality that can be trusted, namely through the content of the message that refers to steps that can be directly used by the public.

In the post, July 9, 2022, namely the Covid-19 Booster Vaccine Becomes a Requirement to Enter the Mall. The contents of the message contained in the post, the five slide posts show the government's policy which enforces that booster vaccines are a requirement in entering malls, so Klikdokter conveys a persuasive message of the purpose and function of the community to carry out booster vaccines. Klikdokter's credibility as a sender is proven through the contents of messages that convey statements from the Coordinating Ministry for the Economy and news quotes from online media. The content of the message in the post shows an element of ethos, Klikdokter also displays the quality as a sender with the message content contained in the post conveying a purpose with wisdom, so that people are persuaded if they are in a crowded place they can still feel safe because they have done a booster vaccine.

Klikdokter's Instagram post on August 9, 2022, about giving the second booster vaccine. Klikdokter's post describes an element of ethos, namely its credibility as a sender as illustrated by the content of the message used to refer to the Ministry of Health, namely the type and dose of the second booster vaccine that can be used by the public. The post is reinforced by a statement from the Ministry of Health used by Klikdokter. In the visual display in the post, Klikdokter uses images of community groups that can receive the second booster vaccine. This shows that in delivering its persuasive message, Klikdokter does not only show credibility as a sender, but with the support of visual images it can directly strengthen the content of the message received by the public. The slide in the post closes with a photo of one family that directly shows the policy in the ethos element in Klikdokter, namely persuading the public that booster vaccines helps protect their families. The caption used by Klikdokter in its posts, not only persuades the public but also invites the public to convey the contents of the message to friends or family.

Pathos Element

The discussion of the pathos element is more about the persuasive emotion expressed by the sender of the message, in this study it is @klikdokter. In the post on January 11, 2022, the image displayed is a syringe, a bottle of vaccine, an illustration of the Covid-19 virus and a shield on the back, likewise in the image posted on January 12, 2022. Emotionally this image shows that the vaccine given will protect from the Covid-19 virus which is currently still engulfing Indonesia. This image contains a persuasive invitation to the Indonesian people to make efforts to protect themselves and the community with the booster vaccine that is carried out. The caption containing information that the vaccine is free and tagged to President Jokowi's Instagram account also emotionally emphasizes that this is a government program and the President is very concerned with this issue so that the people are healthy.

In the post on January 13, 2022, about how to register for the Covid 19 booster vaccine through the PeduliLindungi application. This post contains a persuasive invitation from the sender of the message to check the PeduliLindungi application. The second slide contains instructions on how to check vaccination tickets on the application and is added an illustration of a man who is running a vaccination. Emotionally, this post is expected to inspire the recipients of the message, in this case the followers, to check the vaccination status and Covid-19 test results through the PeduliLindungi application. Then, in the caption it is emphasized that the tickets that already exist in the application are prioritized for the elderly and comorbid groups. Then also persuasively in the caption it was emphasized that the booster vaccines were given free of charge.

In posting the booster vaccine as a condition for entering the mall, on the third slide the Instagram messenger @klikdokter emphasized that this was done by the government for the common good and security as an effort to prevent Covid-19 in the crowd. Emotionally persuasive, this is done so that the public is aware of and also feels the benefits. Especially for those who will enter the mall or other crowded places. Illustration of an open hand as if to invite the recipient of the message to do what the sender of the message wants. In this post there is also the hashtag #JagaSehatmu which is a persuasive concern from @klikdokter to followers to maintain their health.

In the post regarding the second booster vaccine, the information provided is almost the same as the socialization of the first booster vaccine, only it is displayed in one post. On the last slide, a family consisting of a father, mother and child is shown with an invitation to ask if your Klikdokter friends are ready to fight Covid-19 with the second Booster Vaccine? This emotionally contains a persuasive invitation for Indonesian families to carry out a second booster vaccine so that community immunity is formed to fight Covid-19. In the second booster vaccine post, the same as before, the hashtag #JagaSehatmu is inserted so that everyone takes care of their health to avoid this disease.

Discussion

The content analysis aims to identify the visible (manifest) and invisible (latent). Of course, the results of the manifest and latent analysis are interconnected with each other to convey messages to the recipient (Eriyanto, 2013). In the Instagram account @klikdokter, as the sender of messages regarding the first booster vaccine and the second booster vaccine to the public, especially Klikdokter followers, of course, they will receive and produce messages that are expected to be the same as the information conveyed by Klikdokter.

Overall, of the five posts that researchers have analyzed one by one with message analysis techniques, overall the information and education provided can help the Ministry of Health of the Republic of Indonesia in disseminating the booster vaccine to the public. The information conveyed is also interesting through the display of posters with backgrounds and words that contain the right information. However, there are some things that researchers have observed and need to be improved as listed below.

Posts on January 11, 2022 should provide information about priority groups,

and information that boosters can be given after 6 months is better if displayed in an attractive poster. So it's not only put on the caption so that people can see visually through the poster and can immediately understand. Through the posters displayed on the slides, it is possible to clarify which groups are prioritized by the government because they are more at risk and must be prioritized to get additional immunity in the face of the Covid-19 virus.

Posts on January 12, 2022 can create confusion from the post the day before, namely January 11, 2022, regarding the types of vaccines that can be used for boosters. On January 11, 2022, it was explained that there were 5 types of vaccines that had received government permission and could be used for booster vaccines (Sinovac, Sinopharm, AstraZeneca, Pfizer, and Moderna). In addition, in the previous post, it was explained that for the Sinovac vaccine, a booster for the Sinovac vaccine or Zififax can also be added. Meanwhile, in the post dated January 12, 2022, the Sinovac vaccine can be combined with Pfizer as a booster vaccine. This can make people confused and confused about these two posts. The post on January 12, 2022, was also considered incomplete and did not cover various types of vaccines circulating and used by the public for the first and second vaccines. For example, although the numbers are small, Indonesian people also use Pfizer, Moderna, and Johnson-Johnson vaccines as the first and second vaccines. However, in the post dated January 12, 2022, only two types of vaccines are discussed.

Posts on January 13, 2022 should not be a way to register, but make it clear whether someone is eligible or not to get the vaccine. So, it's more about how to check for eligible status which is marked by the presence of a ticket on the PeduliLindungi application. In addition, it is also expected that the language used is simple and can be understood by the public, especially in the flow of explaining how to check vaccine tickets. In addition, in the caption on January 13, 2022, the statement that free vaccines are only written in the caption and not made on a poster, though it would be more interesting if it was displayed on a poster.

In the last post about the second booster vaccine on August 9, 2022, the third slide should talk about when it is effective to get the second booster vaccine, not when the schedule is as posted because the next information does not reveal the time or schedule of the vaccine but rather educates when the time is effective in giving the second vaccine. Likewise, on the fourth slide, there is no socialization on when to have booster vaccines for the general public, but only informing health workers / medical personnel only. If there is no information, it can be written for example: "When are you? Wait for further information", so that people know that we have to wait for the official information. In addition, this post should mention the priority that the initial stage for the second booster vaccine is health workers, then the elderly, and then over 18 years of age. The caption should have described all of the information about the second booster vaccine from the start.

In the logos element for posting the first booster vaccine, namely on 11,12 and 13 January 2022, Instagram @klikdokter tries to provide a logical explanation of the type of vaccine, its dosage and how to register through the PeduliLindungi application. This is also done in the post regarding the second booster vaccine on August 9, 2022. In the post about the booster vaccine being a requirement for mall entry on July 9, 2022, it is done as information that supports the government's program

to promote the second booster vaccine. This is further reinforced by the data on the second slide that the coverage of the second booster vaccine is only small, which is only 24.5% of the public target in Indonesia.

The message content contained in Klikdokter's Instagram posts shows that Klikdokter pays attention to the use of captions and visuals. The ethos element is reflected in every piece of information and message used, indicating the source and statement of the government as a policy maker. The health communication delivered by Klikdokter has shown its credibility as a sender by including sources that can be trusted by the public.

The ethos element prioritizes the quality of the sender, in this case, Klikdokter through every post, namely persuading the public by following the appeals and regulations that apply in the community. As in the posts on January 11, 2022 and also January 12, 2022, Klikdokter persuades the message by taking into account its goal, which is to provide complete information on booster vaccine variants. Thus, the public is not confused in determining which variant of the booster vaccine can be used.

The post on January 13, 2022 was strengthened by a visual description and the content of the message used to describe the stages of registration for booster vaccines that were delivered systematically in accordance with the PeduliLindungi application. In addition, in postings on July 9, 2022, and August 9, 2022, Klikdokter was persuaded by conveying the government's policy that enforces booster vaccines as a condition for entering malls. The contents of the persuasive message are packaged by linking government policies so that Klikdokter packs the contents of its persuasive message not only to show credibility as a sender but with the support of visual images that can directly strengthen the content of the message received by the public.

In the pathos element, the posts displayed contain an invitation to the Indonesian people to make efforts to protect themselves and the community with the booster vaccine. The images and information provided emotionally contain persuasive messages to carry out booster vaccines. In addition, the written caption also contains an invitation for Indonesian families to take booster vaccines to avoid this disease. The hashtag #JagaSehatmu also contains a persuasive message to care about maintaining health during the pandemic. The caption on January 12, 2022 which informed that the vaccine was free and tagged to President Jokowi's Instagram account also emotionally emphasized the government's concern so that its people can live healthy.

Referring to Liliweri (in Kassa, Vidyarini, Monica, 2020), the message in the content of the health message pays attention to the series of quantity and quality delivered both verbally and visually. In the post used by Klikdokter, every health message content aims to persuade the public to do the first or second booster vaccine. The quality is reflected in the content of the messages packaged in the captions and the attractiveness of the messages seen in the visual images used by Klikdokter. In terms of quantity, the messages conveyed by Klikdokter, namely the time used in conveying messages, are always updated according to the latest information and government policies. This conveys that in carrying out their health communication, namely the content of public persuasion messages to carry out booster vaccines, Klikdokter

pays attention to the message structure, message style, and use of language used.

CONCLUSION

Based on the manifest and latent analysis used in this study, in general, the information and education displayed by telemedicine @klikdokter can provide useful information for the community. Also, the socialization was delivered quite interestingly with the posters and captions displayed. Although there are shortcomings, this is enough to help the government in education and socialization about booster vaccines, both first and second boosters.

Aristotle's theory of persuasion, which is applied to this research, shows that from the logos elements, both images, text, and hashtags, they try to provide a logical explanation of all information related to booster vaccines. While on the ethos element, posts in the form of images, writings, and hashtags reflect the quality and wisdom of the sender of the message, in this case Klikdokter and also as an extension of the government. On the pathos element, posts that are displayed both in terms of writing, images, hashtags as well as emotional captions contain an invitation to the Indonesian people to make efforts to protect themselves and the community with booster vaccines.

Through this research, it is hoped that more telemedicine will participate in helping the government campaign messages related to education to the public about health, especially in a pandemic situation like Covid-19 where fast information is needed in order to reach the entire community. In addition, it is hoped that telemedicine can provide clear, precise and interesting educational messages so that it is easily understood by the public.

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