

ABSTRAK

SITI SOLEHA, 1851042, STRATEGI KOMUNIKASI PEMERINTAH DESA DALAM MENGAJAK MASYARAKAT IKUT SERTA DALAM PROGRAM VAKSINASI COVID-19, PROGRAM STUDI ILMU KOMUNIKASI UNIVERSITAS BATURAJA. Dibawah bimbingan Dra. Umi Rahmawati, M.S.i dan Darwadi Ms. M.I.Kom

Penelitian ini bertujuan untuk mengetahui bagaimana proses pemerintah desa menyampaikan pesan-pesan dalam sosialisasi tentang vaksinasi Covid-19 di Desa Pengaringan Kecamatan Semidang Aji Kabupaten Ogan Komering Ulu. Sedangkan objek penelitian ini adalah mengetahui strategi komunikasi yang digunakan pemerintah desa dalam mengajak masyarakat ikut serta dalam program vaksinasi covid-19. Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan wawancara mendalam. Data diperoleh dari Wawancara, Observasi, dan Dokumentasi. Penelitian ini menggunakan teori model penyusunan pesan bersifat informatif yaitu *Space Order*, *Time Order*, *Deductive Order*, *Inductive Order*. Tujuan peneliti ini adalah mengetahui Strategi Komunikasi Pemerintah Desa Pengaringan Dalam Mengajak Masyarakat Ikut Serta Dalam Program Vaksinasi Covid-19. Dalam teori yang digunakan model penyusunan pesan teori ini bagaimana mengatur sebuah pemikiran membentuk sebuah pesan mengandung pengetahuan dari sebuah cara komunikasi menyampaikan ke komunikator dalam program vaksinasi. Berdasarkan hasil penelitian ini strategi komunikasi Pemerintah Desa Pengaringan dalam mengajak masyarakat ikut serta dalam program vaksinasi covid-19 sangatlah efektif mencapai target pemerintah dalam proses ini dilakukan sosialisasi dan edukasi langsung kepada masyarakat. Strategi komunikasi sangatlah efektif masyarakat mengikuti vaksin meningkat dalam program vaksinasi ini dibantu oleh Pemerintah Desa Pengaringan, melalui kepala desa, Ibu kepala desa, kasi pemerintahan, tim Satgas relawan covid-19 Desa Pengaringan dan dibantu oleh Tim vaksinator UPTD Puskesmas Pengaringan.

Kata kunci : Strategi komunikasi, Vaksinasi, Vaksin Covid-19

ABSTRACT

SITI SOLEHA, 1851042, VILLAGE GOVERNMENT COMMUNICATION STRATEGY IN INVOLVING THE COMMUNITY TO PARTICIPATE IN THE COVIS-19 VACCINATION PROGRAM, BATURAJA UNIVERSITY COMMUNICATION STUDY PROGRAM. Under the guidance of Dra. UmiRahmawati, M.S.i and DarwadiM.I.Kom

This study aims to find out how the process of the village government conveys messages in the socialization of Covid-19 vaccination in Pengaringan Village, SemidangAji District, OganKomerling Ulu Regency. While the object of this research is to know the communication strategy used by the village government in inviting the community to participate in the covid-19 vaccination program. This study uses a qualitative descriptive research method with in-depth interviews. Data obtained from interviews, observations, and documentation. This study uses the theory of the model for compiling messages that are informative, namely Space Order, Time Order, Deductive Order, Inductive Order. The purpose of this study was to find out the Communication Strategy of the Pengaringan Village Government in Inviting the Community to Participate in the Covid-19 Vaccination Program. In the theory that is used in this theory, the messaging model is how to organize a thought to form a message containing knowledge from a way of conveying the communicant to the communicator in the vaccination program. Based on the results of this study, the communication strategy of the Pengaringan Village Government in inviting the community to participate in the COVID-19 vaccination program was very effective in achieving the government's target. In this process, socialization and education were carried out directly to the community. The communication strategy is very effective, the community following the vaccine increases in this vaccination program assisted by the Pengaringan Village Government, through the village head, the village head, the head of government, the Pengaringan Village Covid-19 volunteer task force team and assisted by the UPTD vaccinator team of the Pengaringan.

Keywords: Communication strategy, Vaccination, Covid-19 vaccine.