

## ABSTRAK

**Taufik Muttaqin (2018). Strategi Komunikasi Perangkat Desa Dalam Mensosialisasikan Vaksin Covid-19 di Desa Batumarta II Kecamatan Lubuk Raja Kabupaten Ogan Komering Ulu. Dibimbing oleh Yunizir Djakfar, M.I.P selaku Pembimbing I dan Akhmad Rosihan, M.Si selaku Pembimbing II.**

Pandemi Covid-19 yang belum berakhir menuntun pada pelaksanaan Vaksinasi Covid-19 bagi seluruh lapisan masyarakat. Namun saat ini masih ada masyarakat yang tidak mau divaksinasi dengan adanya beberapa alasan seperti takut akan efek samping dari Vaksin Covid-19 ditambah lagi banyaknya berita hoax yang beredar di masyarakat. Sangat dibutuhkan sekali peran Pemerintah Desa Batumarta II dalam melakukan sosialisasi vaksinasi Covid-19 kepada semua kalangan masyarakat Desa Batumarta II agar keinginan terbebas dari pandemi Covid-19 ini dapat segera berakhir. Dalam penelitian ini menggunakan metode penelitian deskriptif kualitatif. Dalam pemilihan informan peneliti menggunakan *prosedur urposive*. Hasil penelitian yaitu Pemerintah Desa Batumarta II menggunakan beberapa strategi komunikasi yaitu Sosialisasi Menggunakan Media Sosial, Sosialisasi keliling Desa Batumarta II, Melalui Surat Edaran, Sosialisasi Secara Langsung, Sosialisasi Menggunakan Media Informasi. Namun Pemerintah Desa masih kurang pembahasannya dalam melakukan sosialisasi, ini membuat masyarakat kurang pemahaman mengenai vaksin Covid-19. Strategi komunikasi yang sampai saat ini masih digunakan yaitu Sosiliasi secara langsung ketika ada keramaian seperti Pernikahan dan Acara keagamaan. Selain itu juga Pemerintah Desa Batumarta II melakukan sosialisasi tidak secara berulang-ulang. Pemerintah Desa Batumarta II perlu melakukan sosialisasi Vaksin Covid-19 secara berulang-ulang, ini bertujuan supaya masyarakat mengerti apa itu vaksin Covid-19 sehingga masyarakat tidak takut dan tidak menolak untuk divaksinasi Covid-19.

**Kata Kunci: Strategi Komunikasi, Sosialisasi Vaksin Covid-19, Pemerintah Desa Batumarta II**

## ABSTRACT

***Taufik Muttaqin (2018). Communication Strategy of Village Apparatus in Disseminating the Covid-19 Vaccine in Batumarta II Village, Lubuk Raja District, Ogan Komering Ulu Regency. Supervised by Yunizir Djakfar, M.I.P as Supervisor I and Akhmad Rosihan, M.Si as Supervisor II.***

*The Covid-19 pandemic, which has not ended, has forced the implementation of Covid-19 vaccinations for all levels of society. However, at this time there are still people who do not want to be vaccinated for several reasons, such as fear of the side effects of the Covid-19 vaccine plus the many hoax news circulating in the community. The role of the Batumarta II Village Government is urgently needed in disseminating the Covid-19 vaccination to all members of the Batumarta II Village community so that the wish to be free from the Covid-19 pandemic can be realized immediately. In this study using descriptive qualitative research methods. In selecting the informants, the researcher used an urposive procedure. The results of the research are that the Batumarta II Village Government uses several communication strategies, namely Socialization Using Social Media, Outreach around Batumarta II Village, Through Circulars, Direct Socialization, Socialization Using Information Media. However, the Village Government still lacks an explanation in conducting socialization, this makes the community less understanding about the Covid-19 vaccine. The communication strategy that is still being used is direct socialization when there are crowds such as weddings and religious events. In addition, the Batumarta II Village Government conducted socialization not repeatedly. The Batumarta II Village Government needs to disseminate the Covid-19 Vaccine repeatedly, this aims to make people understand what the Covid-19 vaccine is so that people are not afraid and do not refuse to be vaccinated against Covid-19.*

***Keywords: Communication Strategy, Covid-19 Vaccine Socialization, Batumarta II Village Governm***

