

ABSTRACT

The Covid-19 pandemic has an impact on all sectors, such as the economy, education, social and other sectors. For this reason, various countries, including Indonesia, are promoting socialization related to vaccines as a way to reduce the death rate related to the Covid-19 virus. Posyandu Swadaya is one of the Posyandu that participates in disseminating vaccines to the community in Happy Village. This study examines and describes the diffusion of innovations in the Covid-19 vaccine process carried out by Posyandu Swadaya cadres. Using qualitative methods, interviews were conducted with three cadres of Posyandu Swadaya. The results showed that the process of diffusion of innovation in this case includes four main elements, namely innovation, communication channels, time period, and social system. As an innovation, the COVID-19 vaccine has fulfilled five characteristics of an innovation so that it is easy to be adopted by the public, namely relative advantage, suitability, complexity, trialability, and observability. The communication channel used by Posyandu Swadaya is in the form of a messaging application, namely WhatsApp. The period of vaccine socialization carried out by Posyandu Swadaya is approximately one (1) year to find out residents in RW 12 regarding the covid-19 vaccine. The social system is in the form of responses from residents in RW 12 who feel helped by the information provided by Posyandu cadres.

Keywords : diffusion of innovations, vaccines, posyandu, covid-19, whatsapp.

ABSTRAK

Pandemi Covid-19 membawa dampak pada seluruh sektor, seperti ekonomi, pendidikan, sosial, dan sektor lainnya. Untuk itu berbagai negara termasuk Indonesia, menggalakkan sosialisasi terkait vaksin sebagai salah satu cara untuk menekan tingkat kematian terkait virus Covid-19. Posyandu Swadaya merupakan salah satu Posyandu yang ikut berpartisipasi dalam mensosialisasikan vaksin kepada masyarakat di Kelurahan Bahagia. Penelitian ini mengkaji dan memaparkan difusi inovasi sosialisasi vaksin Covid-19 yang dilakukan kader Posyandu Swadaya. Dengan menggunakan metode kualitatif, dilakukan wawancara dengan tiga orang kader Posyandu Swadaya. Hasil penelitian menunjukkan bahwa proses difusi inovasi dalam hal ini meliputi empat elemen pokok yaitu inovasi, saluran komunikasi, jangka waktu, dan sistem sosial. Sebagai sebuah inovasi, vaksin covid-19 telah memenuhi lima karakteristik sebuah inovasi sehingga mudah untuk diadopsi oleh masyarakat yaitu *relative advantages*, *compability*, *complexity*, *trialability*, dan *observability*. Saluran komunikasi yang digunakan Posyandu Swadaya berupa media aplikasi pesan yaitu *WhatsApp*. Jangka waktu sosialisasi vaksin yang dilakukan Posyandu Swadaya yaitu kurang lebih selama satu (1) tahun untuk meyakinkan para warga di RW 12 terkait vaksin covid-19. Sistem sosial berupa tanggapan warga di lingkungan RW 12 yang merasa terbantu dengan informasi yang diberikan kader Posyandu.

Kata kunci : difusi inovasi, vaksin, posyandu, covid-19, whatsapp.