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Forcing a Cultural Understanding of Communication Technology about Vaccine Information in the Era of Covid Pandemic

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Abstract

The Covid-19 pandemic has had a major impact on changing mindsets and daily behavior for merchants at Pasar Raya, Padang City. They are forced to be tech savvy to sell their wares. Previously, they did not care about a number of technology applications. They tend to sell their wares manually, interacting directly with buyers. Not only for selling, technology applications on mobile phones also help merchants a lot, especially vaccine information. This study used a qualitative method by taking a phenomenological approach to see how the experience of merchants in Pasar Raya in utilizing communication technology and updates on Covid-19 vaccine information at Pasar Raya. Interviews were conducted with 10 traditional merchants in Pasar Raya. The results of the study explain that the forced literacy of information and communication technology has become a new culture for merchants in Pasar Raya. Using of this technology is very helpful for merchants to keep up to date information, especially information on Covid-19 and the use of vaccines. Merchants are also connected in What's app Merchant groups to communicate.

Keywords

phenomenology, communication technology, vaccine, merchants, Pasar Raya

1 Introduction

In the current pandemic era, using of technology is very important for everyone, including traditional merchants to sell their wares. Not only to offer and sell merchandise online, the use of technology is also very important to access all information, especially the provision of the Covid-19 vaccine which has become a must for merchants.

As is known, the Padang City Government requires all merchants in the market to be given vaccines to avoid the massive spread of the Covid-19 virus. Initially, many merchants were reluctant to be given the vaccine. This was related to the number of hoax news on a number of social media which seemed to scare the merchants.

So far, the pattern of communication carried out by merchants in Pasar Raya is verbal communication between fellow merchants. However, since the government imposed restrictions on social interaction, a number of merchants have been forced to use communication technology to obtain information.

One of the fresh fish merchants admitted that the Corona vaccine information on social media caused various pros and cons related to the level of trust of merchants to want to be vaccinated. According to social media pages such as Facebook, Twitter, Whatsapp, and Youtube are flooded with Covid-19 content containing hoax news (Kurniawan & Sutan, 2021).

In this case, merchants need correct information from reliable sources. For merchants, this information is important in influencing the lives of citizens, individually, communally, socially, and institutionally (Kurniawan & Sutan, 2021). However, this often makes merchants feel confused. This study aims to find out how the communication experience of merchants at Pasar Raya related to the use of the Covid-19 vaccine.

Vaccination socialization for market traders has not been maximized. In this case, the problem of socialization and communication from the government to market traders is still not optimal (Durhan & Tahir, 2021). Therefore, the government must together with stakeholders must assist in bridging communication with market traders. This is intended so that traditional market traders know the benefits and in the end want to be injected with the vaccine. Traders who initially did not agree to be vaccinated were given an understanding such as the existence of sanctions and the impact of not personally vaccinating. The hope, they forward the message to other traders. In this case, good communication is needed with all parties, especially the central government and regional governments.

The government must continue to accelerate vaccination in an effort to achieve herd immunity (Liu, Yue, & Tchounwou, 2020). Efforts to maintain the availability of vaccines and the process of distributing vaccines according to the needs of each region have also always been the government's concern. Apart from being an effort to strengthen the health sector, vaccination is also one of the efforts to strengthen the economy, namely through the implementation of vaccinations for business actors who are directly involved in moving the wheels of the national economy.

Implementation of the Covid-19 vaccination is not an easy matter. The reason is, this process will involve many parties, especially considering the time flow and the number to be vaccinated is very large (AITakarli, 2020). For this reason, the government needs to utilize technology to automate the implementation of this Covid-19 vaccination. The use of this technology is intended to avoid errors and speed up the process.

Processes that previously took a long time, such as the registration and verification process, can be done quickly. In this case, the government must strive to maintain quality, both the quality of the vaccine and the quality of its services.

2 Methods

This study uses a qualitative approach. A qualitative approach is a scientific research that aims to understand a phenomenon in a natural social context by prioritizing a process of deep communication interaction between researchers and the phenomenon under study (Rega & Medrado, 2021). The informants in the study were selected according to the criteria that the authors had determined and felt they could meet the research objectives. Informants selected in the study amounted to 10 people with the following criteria; First, merchants who have been trading for more than 1 year in Pasar Raya. Second, actively use gadgets during the pandemic. The third, market merchants who know about vaccines. The fourth, as for data collection techniques, using primary and secondary data. Primary data obtained from field observations followed by interviews with merchants (Rega & Medrado, 2021).

The research location is in Pasar Raya, Padang City. Observations to interviews were carried out from January to September 2022. Data processing used Creswell analysis. According to Creswell, there are several general procedures and specific steps in data analysis. The ideal way is to mix general steps and specific steps. These are six steps to do that. (Schaffer Deroo, Pudalov, & Fu, 2020). First, process and prepare data for analysis. This step involves interview transcripts, scanning material, typing field data, selecting and organizing the data into different types depending on the source of information. Second, read the entire data. The third, coding the data. Coding is the process of organizing data by collecting pieces (or parts of text or parts of images) and writing categories within boundaries. The fourth, apply the coding process to describe the setting, people (participants), categories, and themes to be analyzed. This description involves the delivery of detailed information about people, locations, or events in a particular setting. The fifth, shows descriptions and themes written in qualitative narratives or reports. The sixth, making interpretations in qualitative research.

3 Result and Discussion

3.1 Forced understanding of information and communication technology

The development of Covid-19 at Pasar Raya Padang City, currently tends to be feared by some merchants. Although the number of Covid-19 in Padang City has dropped, merchants are still urged by the Padang City Government to continue to be vaccinated. This Mayor's appeal is related to the implementation of

Law which states, "Anyone who does not comply with the implementation of health quarantine so as to cause a public health emergency can be punished with imprisonment for a maximum of one year and a maximum fine of Rp 100 million" (Khatimah, 2018).

This statement regarding the obligation of vaccination and crime has drawn various polemics among merchants. Many Merchants consider this obligation as coercion and a violation of Human Rights (HAM). In the author's analysis, the issue of the vaccination polemic is actually not about rights or obligations. However, there is a crisis of public trust in the government. This crisis of trust emerged as a response to the government's poor capability in dealing with the pandemic. The government is considered negligent in carrying out policies when the pandemic first appeared in Indonesia. In addition, the government is considered to be often fickle in making policies.

In the observations made, unfortunately not all merchants can use communication technology in their gadgets. There is a reason because they are old, and have been comfortable with manual habits so far. Phenomenological studies by Edmund Husserl explain the human ability to make meaning of life by being right in the face of reality. And, reality is transcendent, meaning beyond the reach of human perception and understanding, or is unlimited. This communication phenomenology also composes a way of thinking to understand the phenomenon of reality. This phenomenology can also be interpreted as a theory and method.

The experience of merchants in Pasar Raya in using communication technology will certainly be a positive value if they are able to adapt, follow and anticipate technological developments, then there is no doubt that merchants will be able to carry out and carry out various activities more independently and confidently. People who are not familiar with technological advances are usually considered technological stutterers.

The behavior of merchants in using technology today is formed from the habits of merchants doing daily activities in the market. This behavior is obtained by merchants from their social environment, both in the environment where they live and the environment in which they work. They will share messages and information regarding vaccines from what they have received from other people, or from the media. Social behavior in using technology for merchants in Pasar Raya will become a habit and will become a new culture. In everyday life, a person always depends on other people to do all his activities.

Behavior can be limited as a state of the soul to think, think, behave, and so on which is a reflection of various aspects, both physical and non-physical. Behavior is also defined as a person's psychological reaction to his environment, the reaction in question is classified into passive (without real or concrete action), and active (with concrete action). Culture and communication are two things that cannot be separated. Therefore, culture does not only determine who talks to whom, about what, and how people process messages, how to interpret messages, and the conditions under which to convey messages, as well as pay attention to and interpret messages.

Communication and culture are two things that cannot be separated. Intercultural communication takes place when a message is conveyed by one part of a certain culture and received by people from another culture. Intercultural communication is communication between people of different cultures. It also reveal that intercultural communication occurs when the parties involved in these communication activities bring with them different cultural backgrounds and experiences and reflect the values held by the group, in the form of experience, knowledge, and values (Catrileo, 2004).

The process of inter-community cultural dialogue has intensive obstacles. Physical barriers in the form of differences in background (ethnicity, religion and cultural race). It explains that every human being communicates simultaneously. Communication is not done statically, but takes place interactively (Catrileo, 2004).

Communication patterns are also influenced by a number of cultural, sociocultural, psychocultural and environmental factors (Catrileo, 2004). Cultural influences include factors that explain cultural similarities and differences. For example, religion, language, attitudes towards values, norms and rules. Socio-cultural influence is an influence that involves the process of social arrangement. This process develops based on interactions with other people.

Social media is a big medium and it is cheap and easy to access. In addition, new media such as social media must also be found. In an effort to encourage target groups to move away from existing ideologies, campaign messages must include data and expert perspectives (Garfin, Holman, Fischhoff, Wong-Parodi, & Silver, 2022). It suggests that there are several recommendations as guidelines for the development of social media in political aspects. First, social media and political aspects must refer to previous policies related to social media. Second, social media practices must use common sense as well as general guidelines in political aspects, especially in the field of policy. The third, responsible for allowing selective for postings where the facility is the topic of subject matter.

In addition, social media is the right place to see people's responses to public policies, such as: First, with a large number of users, it shows that social media can be the right place to voice public policies other than regional ones. Second, social media provides options for the public to access information more easily and cheaply than other ways to speak out (Garfin et al. 2022).

On the other hand, social media can also be seen as a platform for gathering social forces such as Twitter and Facebook, enabling online activists and campaigns and using social media as a collective communication platform (Habibie, 2018). Every media has a unique side, just like social media that everyone can use to interact, discuss and voice events, but social media can provide freedom of speech, but at the same time, some users cannot distinguish between freedom of speech and freedom of speech.

Social media is a medium for voicing people's voices. In this case, social media is a platform to respond to the vaccination program that is happening in Indonesia. Social media has changed conventional protests to become more digital using social media. Social media is able to change society to be brave to express opinions. On the other hand, netizens use hashtags to create votes to trend.

Initially, a number of traders at Pasar Raya refused to be vaccinated. The regional government also appealed to traders not to refuse vaccines for the sake of shared health. A number of traders admitted that they did not want to be vaccinated because they were afraid. This is because the vaccine has not been tested. In order for traders to want to be vaccinated, all attempts at vaccine resistance must be addressed immediately. Namely by developing an appropriate communication strategy for vaccine-rejection groups. The preparation of this strategy must involve the role of all stakeholders. The most important thing is to inform about vaccine safety. This refers to several reports that there have been cases of death after being vaccinated. This factor is the most crucial reason why people don't want to be vaccinated.

3.2 Merchants Communication Pattern

3.2.1 Merchants become Opinion Leaders

The state is obliged to serve every citizen and resident to fulfill their basic rights and needs within the framework of public services which is the mandate of the 1945 constitution of the Republic of Indonesia. The government's obligation to build public trust in public services carried out by public service providers is an activity that must be carried out in line with expectations. and demands of all citizens and residents about improving public services.

Public service is an activity or series of activities in the context of fulfilling service needs in accordance with statutory regulations for every citizen and resident of goods, services, and administrative services. Public service providers are state administration institutions, corporations, independent institutions established by law for public service activities, and other legal entities formed solely for public service activities. The loss of public trust in public service providers will result in the destruction of the legal order and rules that are prerequisites for state sovereignty. Regulations and order (rule and order) are the basic capital for the establishment of democracy and justice in society.

Informan "SK" said, that between merchants in the market, they had communicated quickly regarding the acquisition of information on the Covid-19 vaccine. This is because many of their colleagues died suddenly due to Covid. In this regard, merchants who were initially afraid of being vaccinated are now aware of the importance of being vaccinated.

3.2.2 New Media as Intermediaries in Vaccine Information

Forcing communication technology by merchants, it also brings new learning for merchants, especially in the use of social media. Distance limits are very thin because everyone can create information content and share it with many parties (Suryani, 2013). In the context of this research, information related to vaccines is widely distributed on social media such as Facebook, Instagram, Youtube, Twitter, and Whatsapp, the information distributed is very diverse, giving rise to various views on the level of trust in vaccines for health.

The high level of exposure to information related to the use of vaccines on social media is also influenced by the high frequency, duration and attention of merchants in accessing information. One of the informant, "AL" said that almost every day he often sees vaccine information on social media, but various sources often talk about vaccines on social media, both from health and non-health workers.

Meanwhile, other informant, "JB" said that currently he often gets information related to vaccines on Instagram social media, one of which is the influence of influencers. In trading activities, there are two communication patterns that are carried out; namely primary communication patterns (involving verbal

and nonverbal behavior), and secondary communication patterns (using media intermediaries) to find out information about Covid-19.

The primary communication pattern occurs in the communication process of elderly merchants, other merchants with their families, neighbors. Communication media is only as a complement, when face-to-face communication cannot be done.

While the secondary communication pattern (through the media), is more often done by teenagers and adults through their smartphones. Access to wider information allows them to become opinion leaders and sources of information from merchants who do not use smartphones in up-to-date information about the Covid-19 Vaccine.

4 Conclusions

The COVID-19 pandemic has forced all merchants to adapt using digital technology. All activities that have been done manually, are now carried out in a hybrid way (online and offline). But what happens in the field, the skill to use digital technology, is still an obstacle for merchants. On the one hand, the Covid-19 pandemic provides positive lessons, especially for merchants, to be able to adapt to the learning process and absorb digital technology.

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