

Analysis of a Persuasive Video on YouTube: A Collaboration between the Indonesian Ministry of Health and the Nahdlatul Ulama to Promote COVID-19 Vaccination in Indonesia

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ABSTRACT

The COVID-19 pandemic in Indonesia led to the collapse of national health facilities and the economy, which resulted in the acceleration of the invention of COVID-19 vaccines. However, only 54.9% of the population is willing to be vaccinated due to fake news or hoaxes. The government urges the public to obey regulations, especially in public spaces, and intensifies socialization through various media, such as YouTube. This study aims to determine the critical elements that compose the video on the YouTube channel so that it can be used as a medium to persuade the wider community. This study used qualitative methods to collect visual and textual data from purposively selected videos and screenshots, which were analyzed using communication theory for persuasion and a constructionist approach to interpret the data and identify variables such as the message's source, characteristics of the recipient, and purpose of the message. The Indonesian Ministry of Health and the Nahdlatul Ulama Executive Board collaborated to create a 2-minute, 53-second video on the importance of vaccination in Indonesia, particularly for Muslims. The video features PBNU's Health Head, dr. Syahrizal Syarif effectively educates the public on vaccination's significance and emphasizes community unity to support the government's vaccination program. The communicator in the video successfully positioned himself as a religious leader and doctor. The video is effective in communicating three key messages. It uses persuasive communication theory, using YouTube's power to influence people's opinions, suggesting that the government should use digital platforms to deliver more messages to the citizens in the future.

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INTRODUCTION

The COVID-19 pandemic, first detected in Indonesia on March 3, 2020, resulted in the collapse of national health facilities and the economy. Since then, the number of COVID-19 cases detected has continued to rise. The invention of vaccines is accelerated to break the chain of virus spread. Therefore, since the beginning of the pandemic, scientists worldwide have been developing a COVID-19 vaccine to create herd immunity against this virus. Indonesia is one of the countries in Southeast Asia that is rapidly trying to get vaccines. As of December 6, 2020, Indonesia managed to get 1.2 million doses of vaccine from Sinovac, China, which will be used for the first time for medical personnel (Franedya, 2020). Since then, the government has continued to intensify the vaccination program in Indonesia, and in July 2021, it was recorded that 42 million people had been successfully vaccinated (Masyrafina, 2021).

However, many people openly refuse vaccination due to fake news or hoaxes circulating on social media. Only 54.9% of people are willing to be vaccinated (Majni, 2021). The head of the COVID-19 Task Force, Doni Monardo, said that public discipline in obeying government regulations was still weak. However, discipline is the primary key to stopping

the spread of the COVID-19 virus (Martinus, 2020). Therefore, the Indonesian government is trying to urge the public to use masks and maintain a distance, especially in public spaces. In addition, the government, through two ministries, namely the Ministry of Communication and Information and the Ministry of Health, was asked by President Joko Widodo to intensify socialization. Additionally, technological advancements will make it possible to supply captivating text, photos, music, and video content to give customers transparent information about the goods and services offered (Daud, Apriliani, & Kusuma, 2021). Therefore, one form of socialization the Ministry of Health carries out is a vaccination recommendation video on the YouTube channel.

During the pandemic, people are forced to stay home due to government regulations. It, in turn, affects many aspects of citizens' lives, including the economic, social, educational, cultural, and health areas (Hernikawati, 2021). Technology inevitably saves humanity during the pandemic, especially in the educational sector (Bastaman, Fauzi, & Bahri, 2021). Not only does technology help more teachers and students, but also it is seen as a means of relaxing. In this case, more and more people are trying to find entertainment in the virtual world, and YouTube is one of the most popular websites to provide such recreation.

The emergence of social media with the help of the internet and the rapid advancement of technology has shifted old media, such as television and radio, into new media (Salim et al., 2021). The existence of social media, such as YouTube, gives people other alternatives for getting information. In addition, YouTube's social media has also succeeded in providing interactivity in line with the new media (Prabowo et al., 2022). Through the comments column and YouTube's ability to showcase people's creativity through videos, this social media can become the foremost and most widely used by Indonesian people today.

YouTube channel is believed to be a substitute for television in this modern era. It is due to the proliferation of modern communication technologies such as smartphones that all people, young or old, use. Along with the ongoing era of globalization, the demand for information has become increasingly vital. Therefore, smartphones are often used to find information that replaces print media. According to Ardianto (2011), social media sites can influence the public opinion that develops in society. The support-raising conducted by the President of the United States, Donald Trump, can be an example of how powerful information is spread through this virtual space (Ott, 2017).

Various parties, including the government, use this power to get closer to the community. YouTube has succeeded in being one of the bridges for the government in broadcasting information that is considered necessary. During the current COVID-19 pandemic, the government must immediately increase public understanding, especially vaccination-related ones (Salim et al., 2023). The number of messages and information we can take in from each media outlet can eventually mold our attitude and our decision-making process (Sandi, Wibowo, Nugrahani, & Nasir, 2022). Therefore, the government seeks to educate the public through health communication.

Mass media is the best vehicle for persuasive information in this digital era. The public is bombarded with a series of information worth billions of dollars, and the information can significantly grab people's attention. Ultimately, these persuasive messages are learned, accepted, and practiced (Pratkanis & Aronson, 2001). Therefore, persuasive communication is a positive way to influence the population to change perceptions or practices related to health. In the case of the COVID-19 pandemic, overall health improvement, both in prevention and treatment. In general, *persuasive communication* in the medical world can be defined as a positive way to influence public health based on the principles and methods of communication (Notoatmodjo, 2007).

Persuasive communication is persuading other people to change their attitudes about an issue by transmitting a message in a free-choice atmosphere (Perloff, 2020). It is in line with what was stated by (Goldie & Pinch, 1991) that persuasive communication contains interactive and transactional elements in the same container. These two elements work together because any persuasive media must attract the audience's attention (interactive) so that the wider community can accept the information (transactional). Furthermore, there are various kinds of persuasive communication. Namely, some are strong and able to change instantly, and some are gentle. However, persuasive communication is narrowed down to three goals: forming, strengthening, and changing perceptions (Perloff, 2020). Religious leaders can influence the community by conveying convincing teachings within this research scope. It is so that teachings spread by religious leaders can affect people's beliefs and conduct. Religious leaders have strong beliefs and influence over followers (Bilal, 2021). Therefore, analyzing the message(s) from some religious leaders' sermons/speeches will give one hindsight and guidance for their audiences.

Previous research mentions that persuasive communication is crucial to create advertising messages that satisfy consumer needs (Putri, 2016). The research underlines that by using persuasive communication, the best advertisement should consider changing customer behavior. It also underlines that persuasive communication can be used in many ads. Meanwhile, Purnamasari, Ardia, & Handoko (2018) showed a strong influence in delivering messages in the form of videos to the audience. His research uses the Public Service Announcement (PSA) broadcast on television.

In conclusion, the informants who became the research subjects felt that the PSA with a longer duration was considered more interesting and informative. On the other hand, According to Hastuti (2013), Public Service Announcements

on television are pretty effective by considering quality, attractiveness, and frequency. All these research projects have yet to consider analyzing the elements of persuasive communication in public service videos on YouTube. Therefore, this study will determine the effectiveness of using videos on the YouTube channel as part of persuasive communication.

METHOD

Qualitative methods were chosen as the research design to collect and analyze data. *Qualitative research procedures* are data analysis that leads to descriptive data related to meaning, values, and messages (Kaelan, 2012). In addition, according to (Gast, 2010), Qualitative research can be used to understand a phenomenon in its context. Therefore, the data taken are both visual and textual. The selection of videos and screenshots uses a purposive sampling technique—a sampling technique using specific considerations according to the desired criteria to be able to determine the number of samples to be studied (Sugiyono, 2018). The considerations used to select the video are an adorable video featuring Islamic religious leaders, a video uploaded by the health ministry's channel on YouTube, and a video containing an appeal for people to be vaccinated.

Meanwhile, screenshots were taken as data were selected based on the number of critical statements made by the informant. The statements in the video have been divided based on the questions posed to the informant. On the other hand, the video will be used to make a transcript as textual data. Both visual and textual data will be analyzed using several theories. In the analysis, communication theory for persuasion is also used in this study to show changes in health attitudes and behavior that occur because of the same agreement (Graeff, Judith A., John P. Elder., 1996). Moreover, the study will employ a constructionist approach (Hall, 2003), enabling the researchers to interpret the data. The interpretations in the study are divided into several variables, namely the message's source, the message itself, the channel, the characteristics of the recipient, and finally, the purpose of the message.

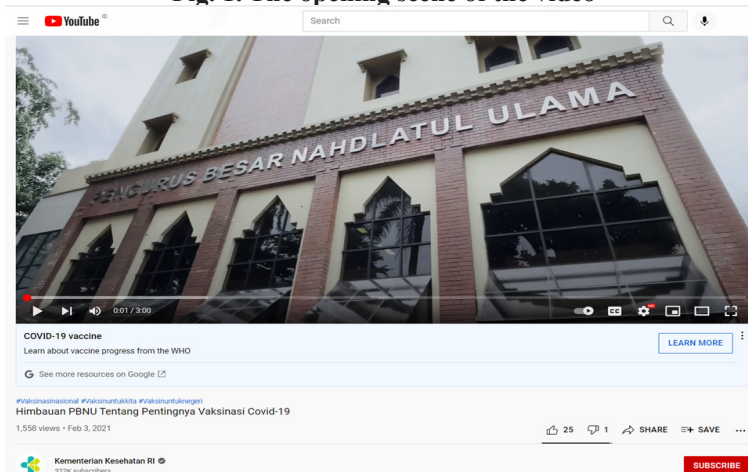
FINDINGS AND DISCUSSION

Through its account on YouTube, the Ministry of Health seeks to educate the broader Muslim community in Indonesia by directly collaborating with the Nahdlatul Ulama (PBNU) Executive Board, a video featuring dr. Syahrizal Syarif, as Chairman of the PBNU in the health field, was created. This video is 2 minutes 53 seconds and contains educational messages about the importance of vaccination. The video will be separated into several variables referring to persuasion communication theory, namely the message's source, the message's channel, the characteristics of the recipient, and the message's purpose. All variables will then be explored by considering the context and elements presented in the video.

A. Message Source

A vaccine appeal video entitled "The PBNU Appeal About the Importance of COVID-19 Vaccination" was uploaded to the official YouTube channel of the Ministry of Health on February 3, 2021. The official account of the Ministry of Health was created on October 12, 2010, with several followers reaching 322 thousand people and a total content audience reaching 16 million in 2021. Since the pandemic started, this official account has uploaded 17 videos about the COVID-19 vaccination since the pandemic occurred in March 2020. The once-uploaded video features the Head of PBNU for Health, dr. Syahrizal Sharif. This video is 2 minutes 53 seconds long, featuring dr. Syahrizal is like answering questions about COVID-19 from the NU Central Executive Office in Jakarta, as seen in the video's opening scene in the first second.

Fig. 1. The opening scene of the video



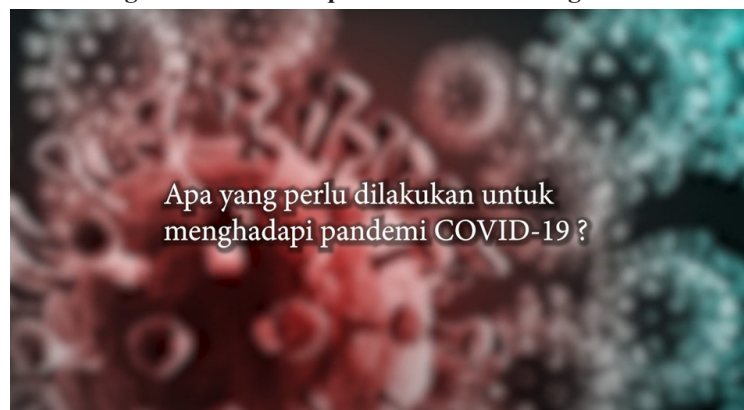
source: Personal Documentation, 2021

Indeed, the message conveyed on the YouTube channel is official because it is directly uploaded to a channel owned by the Indonesian Ministry of Health, which has been verified. So, it can be understood that the government, through the Ministry of Health, has implemented health communication following the communication theory for persuasion (Graeff, Judith A., John P. Elder., 1996). In this video, the stimulus elements, such as the speaker, the method of delivery, and the conditions of the selected channel, indicate that this video has a reasonably high effectiveness in conveying knowledge.

B. Message

This vaccine appeal video is packaged as a question-and-answer session but not accompanied by an interviewer. These questions can be read through the video as a slide. There were four questions posed to the informants. These questions include; (1) What is needed to deal with the COVID-19 pandemic?; (2) What is NU's view of the government's vaccination program?; (3) How is this vaccine halal? (4) What is NU's appeal to the people of Indonesia?

Fig. 2. The form of questions asked through slides



Source: Personal Documentation, 2021

It can be understood that the four questions above have deep meanings related to elements related to the Islamic religion. The communicator in this video is a religious leader and a high position holder in one of Indonesia's most prominent Islamic organizations, namely Nahdlatul Ulama. Video communicators always associate their messages with Islamic elements in their duties. According to Leech (2014), this is referred to as "Loaded Language," which is a language that has a message that can influence other people. Therefore, communicators look for effective ways to socialize and educate the public but maintain their identity as leaders and religious leaders.

In answering the first question, what is needed to deal with the COVID-19 pandemic? The communicator in the video answered it as follows.

"The COVID-19 pandemic in the world is also spreading in Indonesia. It is a great ordeal for all of us. As Muslims and religious people, [we] must accept this as a trial from Allah SWT. However, we must also believe that whatever epidemic or disease, there must be a cure. There must be a way out. At this time, there is great hope with vaccination," (dr. Syahrizal Sharif's answers, 0.13-0.43 recorded interview).

The communicator first emphasizes to the public to understand and remember that the pandemic is happening worldwide and has now arrived in Indonesia. In this case, the communicator tries to provide education to people who still do not believe in the occurrence of this pandemic. According to a survey released by Charta Politica Indonesia, the number of people who do not believe in a pandemic is 43.3 percent (Adyatama, 2021). Second, the communicator reminds and gives hope through the following sentence. Doctor Syahrizal emphasized that the pandemic is one extensive trial. However, Allah did not send down a trial without a solution; in this case, the solution is vaccination. Contextually, communicators effectively use their positions as religious leaders and medical personnel to educate the public on the importance of vaccination as a way out of these divine trials.

Fig. 3. The form of the appeal delivered by the communicator

Source: Personal Documentation, 2021

In answering the second question about how NU responds to the government's vaccination program? The communicator in the video answered as follows.

“Currently, we know that the Government has taken steps, and all components of society must unite. We are entering the stage of vaccination efforts, and the Government is also making procurement and plans to carry out vaccinations. Extraordinary! Free for all Indonesian people. We should be grateful for this,” (dr. Syahrizal Sharif's answers, 0.55-1.19, recorded interview).

For the second question, more or fewer communicators use the same strategy, starting with the problems faced during the pandemic. The community's belief in vaccination is still divided. It shows that the community needs to be united in supporting government programs. Therefore, the communicator emphasized the importance of community unity to support this vaccination program. Second, the communicator also emphasized and praised the efforts of the government to provide free vaccines for all Indonesian people. It can be concluded that NU, the largest Muslim organization in Indonesia, has expressed its support for government policies. Finally, the Islamic element is also still included to close the communicator's answer, which underlines the importance of being grateful for the efforts made by the government. It can be concluded that the communicator positions himself as a representative of NU who supports the government's policies.

In answering the third question on how this vaccine is halal? The communicator in the video answered it as follows.

“For us Muslims, of course, we know the vaccine, the benefits, and the level of protection, but we also pay attention to the halal aspect. Alhamdulillah, the Ulema Council, has stated that the vaccine being examined is in an exalted and halal status for use. Furthermore, the big board of Nahdlatul Ulama supports this statement,” (dr. Syahrizal Sharif, 1.24-1.49, recorded interview).

To answer the third question, which has a powerful Islamic element, namely asking whether the halal vaccine in Indonesia is guaranteed, the communicator answered it directly. Doctor Syahrizal started his answer by confirming the anxiety of the Indonesian people, who are predominantly Muslim, about being aware of the importance of the halal aspect of a product. Then, the communicator cited the role of the Indonesian Ulema Council (MUI) as the party authorized to issue halal certification. Based on the results of the MUI agreement, which publishes that the vaccines used in Indonesia are halal, the communicators, as representatives of PBNU, support the issuance of halal certification for vaccines. PBNU, through its communicators, stands with the government regarding the success of the vaccination program. This question can be considered crucial, considering that many parties are trapped by hoaxes or fake news regarding vaccine raw materials that are not halal because they come from pig trypsin (Pranita, 2021).

In answering the third question about what is NU's appeal to the people of Indonesia, the communicator in the video answered it as follows.

“Right now, I think we should all be grateful. Yes, we are one of the countries that will soon carry out this mass vaccination process. Nevertheless, we know there is insufficient vaccine to reduce the COVID-19 outbreak. We believe that after vaccination, we still have to maintain health protocols. Wear a mask, keep your distance, and keep your hands clean. In addition, the Government will continue to take 3T steps. Together, we will be able to face this ordeal well. Vaccinate, Protect Yourself, Protect the Country,” (dr. Syahrizal Sharif, 2.00-2.46, recorded interview).

To answer the last question, the communicator re-associated himself with government programs, namely wearing masks, maintaining distance, and washing hands. The communicator reminded us that we should be grateful for the government's vaccination efforts. In the end, the communicator emphasized the importance of togetherness that must be maintained to get through the trials faced by this country. The communicator closes this short video with a slogan that underlines the spirit of nationalism through vaccination. It can be concluded because by wanting to participate in the vaccination program, someone has directly tried to defend his country. The communicator positions himself as a representative of PBNU, one of Indonesia's most prominent Islamic organizations, and shows that NU has the same direction and goals as the government. Through the Ministry of Health in its official account on the YouTube channel, the government met all the criteria needed to communicate effectively in inviting and informing people about the importance of vaccination to tackle the COVID-19 outbreak.

Fig. 4. The communicator closes the video with the slogan



Source: Personal Documentation, 2021

C. Channel

The Ministry of Health's official account uploaded the vaccine appeal video via YouTube. Indeed, YouTube is one of the most popular social media, with a total audience of 94 percent of the total internet users in Indonesia (Lidwina, 2021). YouTube can also be classified as a New Media. This medium offers digitization and virtual interaction via the internet, with its ability to provide users with various choices of information while also providing space for viewers to interact through the comment column. It aligns with the central concept of new media, namely interactivity or 'the process of connecting two people' (Flew, 2002).

The term new media or new media itself indicates the different characteristics of old media or old media, such as television, radio, and newspapers. Not only emphasizing the use of technology, but new media is also different from old media in terms of interactivity. New media provides a new platform for people to interact with each other by using a new identity. It causes YouTube also to be classified as a social media because it allows users to share messages or information through videos or interact with others with the help of the comment column.

Furthermore, as a social media, YouTube has the power to change the perception of its users. The phenomenon of social media that can influence public opinion has happened a lot in society (Ardianto, 2011). For example, at the end of 2020, Indonesia was shocked by a chess match between Dadang Subur alias Dewa Kipas and GM Irene, broadcast live from Deddy Corbuzier's official YouTube channel. The match was recorded to be able to suck up 2 million spectators directly and claimed to break the world record. After losing three times in a row, the opinion of Dadang Subur alias Dewa Kipas changed utterly. Many people now support GM Irene, who accuses Dewa Kipas of cheating in the previous match. In addition, nowadays, the term "Influencer" appears to people with YouTube accounts with many subscribers or followers, such as Atta Halilintar, Deddy Corbuzier, and Baim Wong. Using the word "Influencer" shows that they can influence their audience. Therefore, using YouTube social media to distribute vaccine appeal videos can be considered the right step in socializing the importance of vaccination.

D. Message Recipient Characteristics

Recipients of the vaccine appeal video message uploaded on YouTube by the official account of the Ministry of Health are intended for all Indonesians. In March 2021, internet users in Indonesia amounted to approximately 212 million (Kusnandar, 2021b). On the other hand, YouTube has been the number one social media platform for two years, with a total audience reaching 94% (Lidwina, 2021). Therefore, the information uploaded on YouTube has an enormous opportunity to be accepted by Indonesian people from various backgrounds and ages. On the other hand, referring to the Ministry of Home Affairs, Muslims in Indonesia in 2021 will reach 236 million people, or 86.88% (Kusnandar, 2021a). It can be understood that the selection of religious leaders, in this case, is that PBNU as its representative is considered

right on target considering the massive penetration of social media YouTube and supported by many adherents of Islam in Indonesia.

E. Message Purpose

Three messages are repeatedly conveyed by communicators in the vaccine appeal video: Unity, Gratitude, and Vaccination. The first message is Unity. The division of Indonesian society during the pandemic was highlighted by communicators in the vaccine appeal video. The communicator opened the answer to the first question to emphasize that COVID-19 has entered Indonesia. Unity was repeated in response to the second question. This time, the communicator emphasized directly using the word “unity” to emphasize the importance of the community’s role in supporting government programs. This message of Unity was then confirmed by the slogan mentioned by the communicator at the end of the video. The slogan reads, “Vaccination, Protect Yourself, Protect the Country.” The slogan echoes the importance of the community participating in defending the country, working together, unite in vaccinating to protect the country.

Regarding the second message, Gratitude, communicators reveal that the pandemic is an ordeal. However, on the other hand, communicators try to balance it with messages so that people can see the positive side of the pandemic through Gratitude. In answering the second question, the communicator invites the public to be grateful that the government, through its program, can provide free vaccines. A similar message is then expressed in answer to the last question. The communicator again emphasized that he is grateful that Indonesia will be one of the first countries to carry out a mass vaccination program. The message of Gratitude tucked away in the communicator’s answer can become a strong anchor in linking the communicator’s position as a religious leader and a representative of NU with the importance of the vaccination program echoed by the government.

Furthermore, the last message, Vaccination, highlights the importance of Vaccination and can be understood as the most central element in this short video. Vaccination is imaged by the communicator in answer to the first question as one of the solutions to solve the COVID-19 pandemic. In answer to the second question, the communicator underlined that the vaccine would be accessible to all Indonesian people. The economic side of the vaccine was then strengthened by the halal status accepted by the MUI fatwa. Through the answer to the third question, the communicator gave directions that NU, as one of Indonesia’s most prominent Islamic organizations, supports the MUI fatwa, which provides a halal label for vaccines circulating in Indonesia. In the fourth question, the communicator gave a slogan on the importance of Vaccination to protect oneself and the wider community. It can be concluded that the vaccination message always appears in every reply from the communicator and has a binding effect on other messages.

CONCLUSION

The Ministry of Health made a video on vaccine appeals featuring religious figures as part of the government’s efforts to provide valid directions or information amid a storm of fake news or hoaxes. Through the Ministry of Health, the government held on the Nahdlatul Ulama Executive Board (PBNU), represented by the Head of the Health Sector, dr. Syahrizal Sharif. In a short three-minute video, dr. Syahrizal as the sole communicator in the video tries to inform and invite his listeners with Islamic elements. The communicator has succeeded in positioning himself as a religious leader, a representative of a large Islamic organization in Indonesia, and a doctor as well as an epidemiologist to provide an appeal for the importance of vaccination through three big messages, namely the spirit of unity in society, gratitude behind the pandemic test, and vaccination and halalness. This vaccine appeal video belonging to the Ministry of Health has all the elements needed in persuasive communication. In addition, apart from being a place for people to meet in the virtual world, YouTube also has the power to influence one’s opinion. Therefore, in the future, there should be more messages to the citizens on digital platforms by the Indonesian government as a policy maker in the state since these platforms own the power to influence people. At last, further research that can be carried out in the future is to study trends and behavioral patterns of YouTube users related to their interests and needs for religious content and the need to consider the form and style of delivering messages from religious leaders in persuading their audiences.

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