

# **Online Trusts; How Media Shaping Student Trust Towards Vaccination News**

## **ACADEMIC JOURNAL RESEARCH PAPER**

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree of  
Strata I Communication Studies Program Faculty of Social and Political  
Sciences University of Muhammadiyah Yogyakarta



Arranged By:  
Alvina Putri Maharani

20180530069

**COMMUNICATION SCIENCE STUDY PROGRAM  
FACULTY OF SOCIAL AND POLITICAL SCIENCE  
UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA**

**2022**

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**2022**

## RATIFICATION SHEET

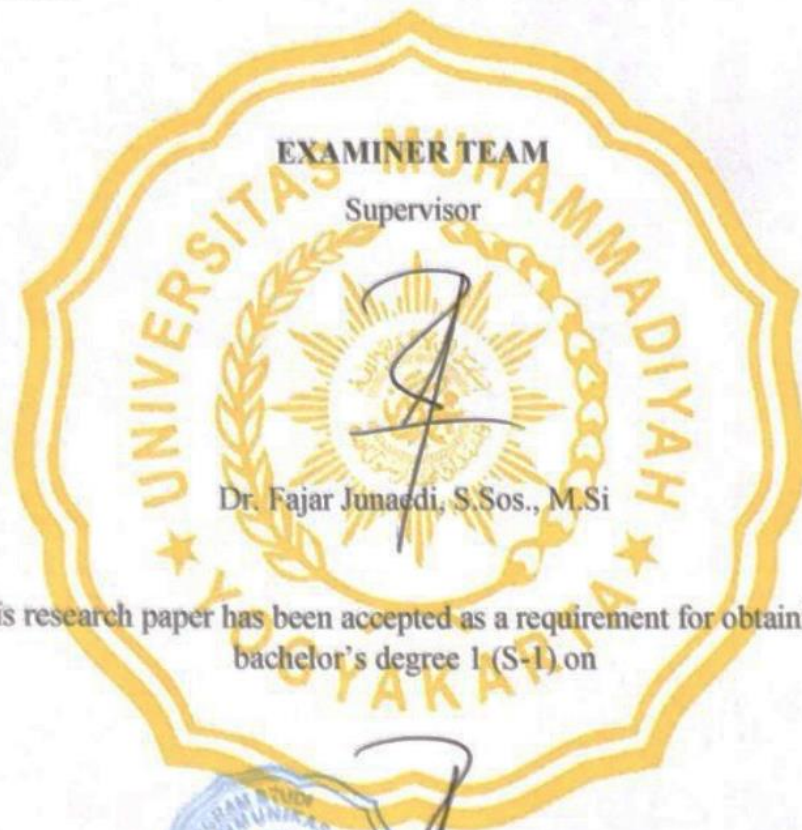
This research paper has been tested and defended in front of the Research Paper Examiner team of the Communication Studies Study Program, Faculty of Social and Political Science, University of Muhammadiyah Yogyakarta at:

Day : Sunday-Friday

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Place : Whova Meeting (HCII 2022)

Grade :



This research paper has been accepted as a requirement for obtaining a bachelor's degree 1 (S-1) on



Head of Communication Science Study Program

## RESEARCH AUTHENTICITY STATEMENT PAGE

**I made the statement below:**

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Study Program : Communication Studies  
Faculty : Faculty of Social and Political Science  
Research Paper Title : Online Trusts; How Media Shaping Student Trust  
Towards Vaccination News

Stating that the article with the title "Online Trusts; How Media Shaping Student Trust Towards Vaccination News" contains no work that has ever been submitted for a bachelor's degree at a university, and to the best of my knowledge there are no works or opinions that have been written and published by other people, except those referred to in writing in this manuscript are mentioned in the Bibliography. If it turns out that in this journal manuscript it is known that some works or opinions that have been written or published by other people, I am willing this journal manuscript is take downed.

Yogyakarta, 27<sup>th</sup> June 2022



Alvina Putri Maharani

## PREFACE

### *Bismillahirrahmannirrahim*

Praise be to Allah SWT who has given His mercy and grace in writing a thesis entitled Online Trusts; How Media Shaping Student Trust Towards Vaccination News can be completed. This thesis was prepared to fulfill one of the requirements in obtaining a Bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Study Program, University of Muhammadiyah Yogyakarta.

The completion of this thesis could not be separated from the guidance and support from various parties, therefore on this occasion the author would also like to thank as much as possible to:

1. Allah SWT who has given His mercy, grace, and sustenance to me.
2. HCII who held conference
3. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta who has provided convenience during the author's completion of the study period. Also as as the supervisor who patiently provided input and guidance during the process of completing this thesis
4. My lovely parents, Mr. Anjar Harqutanto Kesmantoro and Mrs. Sri Sunarsih have raised and educated me patiently with so much love
5. To my brothers and nephews, Aditya Candra Alim, Shinta Rahmawati, and Sabian Saka Baruna who always give me strength and supported me.
6. Lovely dovey buddies for life, Tubagoes Arya Saloka, who always supporting me, give me more strength, also always covicing me that I'll can through all of this.
7. All my close nor not that close friends who cannot be mentioned one by one. Thank you for all support so I can finish this thesis.

Yogyakarta, 27<sup>th</sup> June 2022



Alvina Putri Maharani



## PRESENTATION PAGE

Praise be to Allah SWT who has given His mercy and grace in writing a thesis entitled Online Trusts; How Media Shaping Student Trust Towards Vaccination News can be completed.

This thesis was prepared to fulfill one of the requirements in obtaining a Bachelor's degree at the Faculty of Social and Political Sciences, Communication Studies Study Program, University of Muhammadiyah Yogyakarta. The author takes this topic in the hope of providing knowledge or information to academics or the public to choose a good news by knowing the aspect and also news not only give you information they rather causing an effect like action-reaction.

In addition, the author also wants to convey that we as citizens should discreet while choosing information that we'll received. So that we're not tricked with hoax news. I hope that can start with you who read this. Because if it not began from you, then who else? Indonesian had a lot of hoaxes news. So that we can stop the spreading from misleading news by knowing a good aspect of news. It because news can give the audiens effet like, decision change, view point onto some phenomenon.

The completion of this thesis could not be separated from the guidance and support from various parties, therefore on this occasion the author would also like to thank as much as possible to:

1. Allah SWT who has given His mercy, grace, and sustenance to me.
2. My lovely and greatest parents in the whole world, Mr. Anjar Harqutanto Kesmantoro and Mrs. Sri Sunarsih that raised and educated me patiently and the infinity love.
3. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta who has provided convenience during the author's completion of the study period. Also as as the supervisor who patiently provided input and guidance during the process of completing this thesis.
4. All Lecturers of the University of Muhammadiyah Yogyakarta, especially Lecturers of the Faculty of Social and Political Sciences, Study Program of Communication Studies.
5. To my big brothers, pretty sister, and cute nephews, Aditya Candra Alim, Shinta Rahmawati, and Sabian Saka Baruna who always cheering me and supported me with so much love.

6. To Feby Milia Safira, who always on my side while working this thesis. Through all laugh, cry, angry and lots emotion in any time.
7. To my lovely junior and high school friends, Vivian Evan Seta, Elsa Nabela, and Icha Thahira, who always together through all up and down of the life.
8. Friends that I met while completing this thesis, Anisa Septia Firnanda, Mia Tri Nurcahyani, and Roro Cahya Antika Putri.
9. Lovely dovey buddies for life, Tubagoes Arya Saloka, who always supporting me, give me more strength, also always covicing me that I'll can through all of this.
10. All my close and not very close friends who cannot be mentioned one by one, thank you for all your support. It means a lot for me.

In closing, the writer realizes that in this final project or thesis, there are still many things that need to be improved. Therefore, criticism, suggestions, and further research development.

## **MOTTO**

*Always pray to have eyes that only can see the best, a heart that forgives the worst, a mind that forgets the bad, and a soul that never leave a faith.*

(Selalu berdoa agar dapat memiliki mata yang hanya dapat melihat kebaikan, hati yang selalu memaafkan bahkan untuk yang terburuk, pikiran yang dapat melupakan semua kenangan buruh, dan jiwa yang tidak akan pernah meninggalkan keyakinan)



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# Online Trusts; How Media Shaping Student Trust Towards Vaccination News

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## Abstract

Indonesian government carries out vaccination program as part of the COVID-19 response. This study aimed to determine student responses to the news of COVID-19 vaccination through *online* media in August 2021. The media plays an essential role in understanding the importance of vaccines for the community. COVID-19 cases in Indonesia; simultaneously, the government pushed for a vaccination program. This study uses a *stimulus-organism-response* approach, the SOR approach, that looks at the individual's (*organism*) perception of the message (*stimulus*) received. The SOR theory looks at the individual's perception of policies through online media; the elements in SOR analysis look at the stimulus through student responses. The study uses descriptive quantitative methods to describe student responses through purposive sampling. The finding of this study show three categories of aspects; appropriate sources, covering both sides, and verification steps. According to this study, students rate vaccination news differently in three categories: first, aspects of appropriate types of media with assessment (32%), second, cover both sides with assessment (33%), and third, verification with assessment (35%) as a result of news broadcast on online news, pupils can get vaccination programs developed by the government to combat COVID-19. This acceptability is shown by a change in the attitude of the respondents, from being confident to being more confident about carrying out the Covid-19 vaccination. This study classifies the role of online media in shaping students' impressions of government policies and initiatives during the COVID-19 time.

**Keywords:** Vaccination, News, Media, Trust, Content Analysis

## 1 Introduction

Currently, Covid-19 is a health case that has been declared a global pandemic. coronavirus disease or Covid-19 began with the emergence of a SARS-like virus that was discovered in Wuhan, China in December 2019 [1]. In Indonesia, the first Covid-19 case was found in Depok with three cases at once on March 1, 2020 as stated by President Joko Widodo [2]. So that various forms of handling Covid-19 have been implemented by the government. Starting from implementing the 3M regulations (washing hands with soap, wearing masks, and maintaining a distance of  $\pm 1$  meter), 3T (testing, tracing, and treatment), to vaccination [3]. Vaccination policy aims to break the chain of disease transmission and stop the outbreak, as well as eliminate the disease [4]. As of January 6, 2021, 329.5 million doses of various vaccination brands have arrived in Indonesia. Meanwhile, its implementation will begin in the second week of January 2021 after obtaining permission from BPOM [3].

Massive news about Covid-19 in Indonesia. All media ranging from conventional media to digital media compete with each other in providing the latest information. Digital media is a platform that facilitates audiences to still be able to carry out social communication without having to have personal face-to-face interactions [5]. Every context of mass communication presented in digital media can be accessed online via the internet. Digital media can contain a variety of content at once. Starting from text, audio, images, to video [6]. One of the digital media that provides information and is often accessed by the audience is digital newspapers. Digital newspapers are certainly about how a text message is read, received, understood, and interpreted by its readers. In theory, a media text can only be interpreted when the message is received, that is, when the text message is read, seen and heard [7]. The audience in mass communication is very diverse. So that each audience has differences in responding and reacting to text messages received based on life experiences and life orientation [8].

Junaedi and Sukmono assessed that during covid-19 students were looking for information on social media about social media about Covid-19[9]. Students' responses to media coverage are generally related to what happened. This is as shown in the research by Dicky Oswin Gamaliel [10], his research states that the public's response to media coverage describes the problems that are currently happening in the area [10]. Based on the explanation above, this study aims to determine the response of UMY students to the news regarding the Covid-19 vaccination published in the online media Kompas.com for the period 01-20 August 2021. The reason for UMY is because the university has implemented online learning since 2016 so that students can be considered familiar with digital media [9].

## 2 Over View of Literature

According to Hosland, this SOR theory is based on the assumption that behavior change can occur depending on the quality of the stimulus that communicates with the organism. This means that the quality of communication sources such as credibility, leadership, or speaking style can greatly determine the success of behavior change in a person, group, or society [11]. SOR theory (stimulus-organism-response) is the basis of communication in this study to determine respondents' responses. The elements contained in this theory are message (stimulus), communicant (organism), and effect (response). The purpose of this theory is to find out how the communicant responds to the stimulus [10]. Stimulus conveyed by the media can be accepted or rejected by the communicant. The SOR communication model proves that the communication process is an action-reaction. There are several things that must be considered in order to create a response, namely the stimulus delivered must have several elements, namely attention, understanding, and acceptance [12]. The response generated by the stimulus includes only the cognitive and affective stages because mass media coverage is limited by public opinion. The cognitive stage includes memory, recognition, and knowledge of a message. While the affective stage includes a willingness to seek more information, evaluation of the message, and interest in trying [13].

## 3 Method

The research method used in this paper is using quantitative research methods. Quantitative research methods are often referred to as traditional research methods, this is because this method has long been used for research. This method uses a positivistic paradigm because it is based on a positivist philosophy [14]. In addition, quantitative methods are able to produce research that is more accurate and the results are more convincing [15]. While the type of research used in writing this research is descriptive research with a quantitative approach. Descriptive research seeks to describe various variables related to the object to be studied. Hidayat Syah revealed that this type of descriptive research aims to be able to find the broadest knowledge in a certain period [16].

Table 1. Data type

No	Data Type	Results
1	Primer	Questionnaire results
2	Secondary	Article news about Covid-19 on Kompas.com

The object of research used in this research is the active student of Communication Studies at UMY. These UMY students include students majoring in Communication Studies with classification of gender, concentration, already and not vaccinated, as well as responses from UMY Communication Science students. Sources of data obtained through a questionnaire as the primary data source. Questionnaire is one of the data collection in a study. The technique of collecting data using a questionnaire is done by distributing a list of questions that have been compiled by the researcher to the respondents. These questions will be set forth in a questionnaire and then given to the respondents in accordance with this research. After getting primary data through *propose population* then the data is drawn using the linkert scale method to get the primary data results. Linkert scale by setting the highest value 5 and the lowest value 1 [17]

## 4 Results and Discussion

The findings of the data obtained from the respondents can be described first and then described as research results. This is done so that the discussion can be interconnected as a whole. In this study, the data obtained was drawn using a Likert scale to become an infographic of the population referring to Communication Studies students at UMY who had read news about the Covid-19 vaccination on Kompas.com. In writing this research, there are 3 aspects, namely the use of appropriate sources, the application of *cover both sides*, and the application of verification discipline in loading news. Then the primary data obtained will be identified to find out the response of UMY Communication Science students to the news of the Covid-19 vaccination on Kompas.com.

### Respondent Data Analysis Unit

In this study there were 100 respondents who were UMY students. Primary data regarding the sex of the respondents is obtained, namely respondents with female sex as many as 58 respondents (58%) and male respondents as many as 42 respondents (42%) with 19 years of age as many as 19 respondents (19%), 20 years as many as 31 respondents (31%), 21 years as many as 30 respondents (30%) and 22 years as many as 19 respondents (19%).

### Analysis Unit for Vaccination Reporting in Certain Areas

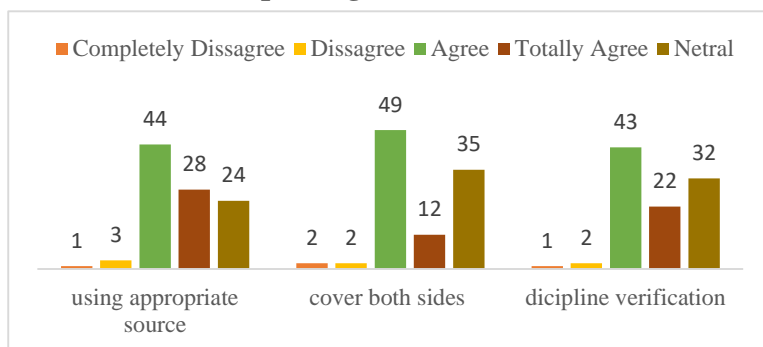


Figure 1. Vaccination News in Certain Areas

Based on Figure 1 above, it shows that 44 respondents (44%) agreed with the use of appropriate sources in reporting. Then in the aspect of *cover both sides*, 49 (49%) respondents agreed, and 43 (43%) respondents agreed with the application of the verification discipline concept in the news.

This data shows that Kompas.com is considered by Communication Studies students to have used the right selection of sources. The news about vaccines on Kompas.com featured sources with the background of the Head of the Bantul Health Office, the Head of the Surveillance and Immunization Section of the Disease Control and Eradication Midwife, and the Head of the Tourism Office. In accordance with the SOR theory, the presence of sources who are in accordance with their credibility has made the public believe in the content of the news. As we know, the source is the who element in the news. The selection of sources by journalists must be in accordance with the factuality of the issues being reported [18]. The respondents of this study were Communication Studies students who had good knowledge of how journalism works. This match is what causes the SOR in this study to appear to work.

### Analysis Unit of Vaccine Required Areas

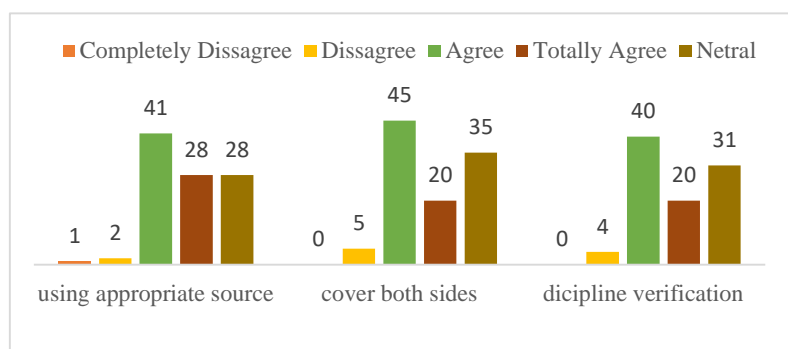


Figure 2. News of Vaccine Required Areas Reporting

Based on Figure 2 above, it shows that 41 (41%) respondents stated that they agreed with the use of appropriate sources in conveying information. Then as many as 45 (45%) respondents agreed to the application of the concept of *cover both sides* in the news. And as many as 40 (40%) respondents agree on the application of the concept of verification discipline in the news.

This data shows that news about areas where vaccines are mandatory is considered by Communication Science students as news that has fulfilled *cover both side* aspects. *Cover both sides* is the main principle in quality journalism by gathering information from both parties [19]. The background of research informants who come from Communication Studies is an important factor in the running of the SOR theory. Communication Studies students have received Introduction to Journalism courses since semester 3.

### Unit of Analysis of Mass Vaccination Reporting

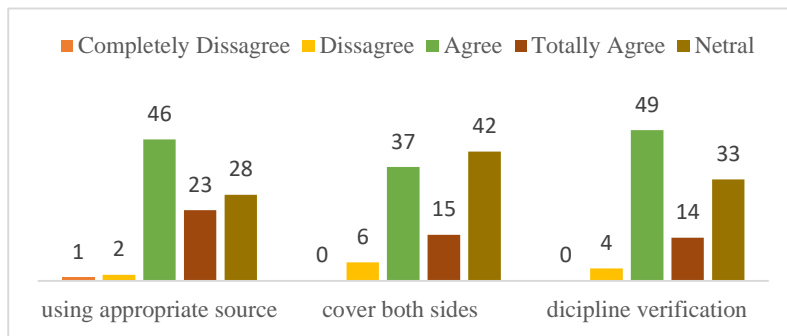


Figure 3. Mass Vaccination News Section

Based on Figure 3 above, it shows that the most data obtained in the news, as many as 46 respondents (46%) agreed to the use of appropriate sources in conveying information. Then as many as 42 respondents (42%) were neutral on the application of the concept of *cover both sides* in the news. And as many as 49 respondents (49%) agree on the application of the concept of verification discipline in the news.

Verification discipline is an important aspect in reporting. Kompas.com is part of the Kompas Gramedia Group. Kompas.com is the development of Kompas Daily. Kompas Daily is a newspaper that is well known for its verification discipline and high standards of quality journalism [20]. This makes Kompas the largest newspaper in Indonesia. Respondents of this study gave a positive response to Kompas news regarding mass vaccination to prevent Covid-19. The background of the respondent as a Communication Science student encourages this conformity

### Analysis Unit of Vaccination Reporting for Pregnant Women

Based on Figure 4 below, it shows that in the news as many as 40 respondents (40%) agreed to the use of appropriate sources in conveying information. Then 47 respondents (47%) agreed with the application of the concept of *cover both sides* in the news. And as much as 47% agree with the application of the concept of verification discipline in the news.

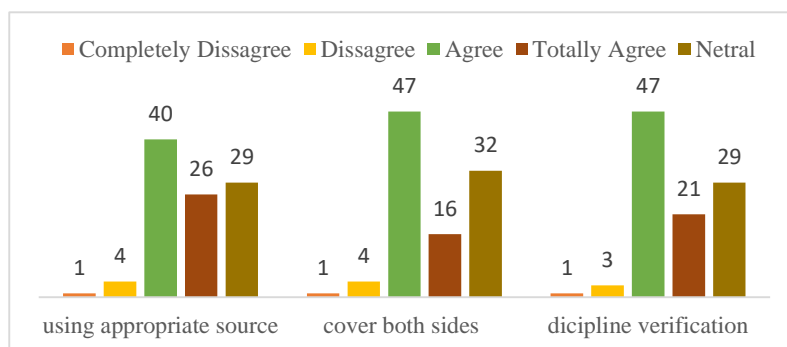


Figure 4. Vaccination News for Pregnant Women

The existence of cover both sides in the news about pregnant women shows that research respondents give appreciation for Communication Science students to Kompas.com in maintaining the quality of the news. According to the Covid-19 Handling Committee and National Economic Recovery (KPCPEN) during the Covid-19 pandemic, circulating hoaxes related to vaccines, such as halal-haram vaccines, dangerous ingredients in vaccines, vaccine effectiveness and safety, and so on have become major issues [21]. ]. Kompas.com is considered by Communication Studies students as a media that is determined to maintain the quality of journalism from the threat of hoaxes. Keeping the principle of cover both sides carried out by Kompas.com is to use resource persons from the Ministry of Health and the National Immunization Expert Advisory Committee. According to the SOR theory, there can be a change in the decision by the organism after receiving the stimulus. So that respondents are more confident about the vaccination program after reading the news published in Kompas.com.

### Analysis Unit of Vaccination Target Reporting as of August 2021

Based on Figure 5 below, it shows that 45 respondents (45%) agreed with the use of appropriate sources in conveying information. Then 45 respondents (45%) agreed to the application of the concept of *cover both sides* in the news. And as many as 50 respondents (50%) agree on the application of the concept of verification discipline in the news.

In this data, respondents agree that the reporting of vaccination targets has been disciplined for verification. Verification discipline is carried out by looking for many witnesses to an event, using as many sources as possible, and collecting different points of view [22]. In the SOR theory, there are various different responses, namely because of the different backgrounds, viewpoints, and living environments of each individual.

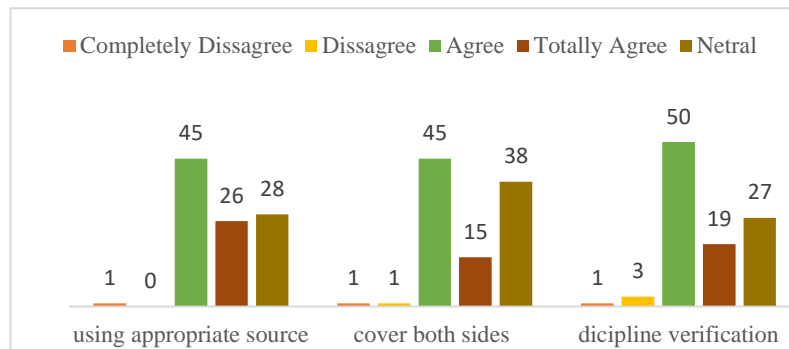


Figure 5. Vaccination Target News as of August 2021

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## 5 Conclusion

Based on the results of research on the online news media Kompas.com it can be concluded that Kompas.com has implemented 3 important aspects in presenting news information which is cover both side, using appropriate source, and discipline verification. Kompas.com has been accordance with the basics of journalism in presenting vaccination news. So that, by looking the response from people, they agree that vaccination news from Kompas.com is online news media that can be trusted with the quality of the news.

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**BERITA ACARA  
UJIAN SKRIPSI DAN PENDADARAN**

Pada hari ini : Senin

Tanggal: 27 Juni 2022

Bertempat di : Whova (HCII 2022)

**TELAH DISELENGGARAKAN UJIAN PENDADARAN SKRIPSI**

Atas Nama Mahasiswa,

- ❖ Nama Lengkap : Alvina Putri Maharani
- ❖ No. Mahasiswa : 20180530069
- ❖ Judul Skripsi : Online Trust; How Media Shaping Student Trust Towards Vaccination News

Pada Program Studi Ilmu Komunikasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Yogyakarta, dengan Dosen Pembimbing Utama


- ❖ Nama : Dr. Fajar Junaedi, S.Sos., M.Si.

Mahasiswa tersebut di atas dinyatakan : **LULUS / ~~TIDAK LULUS~~**

Dengan Nilai : **A**

Catatan : \_\_\_\_\_


**SUSUNAN TIM PENGUJI**

No.	Nama	Jabatan Dalam Tim	Jabatan Akademik	Tanda Tangan
1	Dr. Fajar Junaedi, S.Sos., M.Si.	Ketua	Lektor	
2	--	--	--	
3	--	--	--	


Ujian dilakukan dengan mekanisme presentasi di konferensi internasional dengan terlampir LOA, paper dan sertifikat

Berita Acara ini dibuat dengan sesungguhnya untuk dapat dipergunakan sebagaimana mestinya.

Mengetahui,  
Pimpinan PTS,

  
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Ketua Tim Penguji,

  
Dr. Fajar Junaedi, S.Sos., M.Si.



21 April 2022

Dear Author(s),

Thank you for your submission and your interest in HCI International 2022 and the Affiliated Conferences.

This is to confirm acceptance of your submission:

Submission ID: **3805**

Title: **Online Trusts; How Media Shaping Student Trust Towards Vaccination News**

By: **Alvina Maharani, Universitas Muhammadiyah Yogyakarta, Indonesia; Fajar Junaedi, University Muhammadiyah Yogyakarta, Indonesia.**

Your submission has been accepted as a poster for presentation at the Conference and for publication in the Proceedings, following a peer-review process.

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