



RESEARCH ARTICLE

THE COVID-19 VACCINE ADVERTISING CAMPAIGN MESSAGE STRATEGY ON EDUCATING THE ROLE OF VACCINE IN INDONESIA

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ABSTRACT

Advertising is one of the public health communication tools that can be used to promote public health information. Before the Covid-19 vaccination program begin in Indonesia, the Covid-19 Vaccine Advertising Campaign themed 'Tak Kenal Maka Tak Kebal' was launched to socialize the vaccination program and to educate the role of vaccine to the Indonesian public. This study aims to understand how the campaign elaborates the vaccine benefit to the human body and to propose guidelines on how to campaign a vaccine by applying the concept of positioning. The study applied the framework of the Elaboration Likelihood Theory Model to analyze which elaboration routes and message strategy applied by the campaign. This study also aims to test if the campaign communicates the benefit of vaccines correctly and clearly. The methodology of this study is the Qualitative Descriptive method. Data gathered from relevant literature reviews and the advertising material was collected from various sources including the official Indonesia Covid-19 Special Task Force website. The method allows this study to elucidate the applied message strategy in the Advertising campaign. Online testing questionnaires were also distributed to provide supporting data in the study. The result of the analysis shows that the campaign applied the central route and 'Show the Benefit' message strategy to communicate the vaccine benefit to the human body. The visual image used in the Ad Campaign requires verbal message elaboration to reduce its ambiguity. The analysis also finds that Bahasa Indonesia's translation of immunity and vaccine benefit message elaboration in the Ad has the potential to be misunderstood and misperceived by the audience. Therefore, communication guidelines to campaign vaccine through Advertising is needed for future vaccine campaigns, particularly in Indonesia. The positioning concept can be applied to provide an initial guideline to campaign vaccine as a product. The study analysis focuses only on the two-dimension static Advertising Campaign material. Further research on richer medium and other forms of campaign methods and techniques can be analyzed and tested to identify the effective strategy to campaign vaccine benefit. Campaigning for a vaccine is not an easy task. It requires meticulous message elaboration to deliver the right message and create the right perception. Applying the concept of positioning in the vaccine campaign can be a way to define the right message and method to promote vaccines and to support vaccination activities in the future.

KEYWORDS

Vaccine Advertising Campaign, Advertising Strategy, Brand Positioning, Covid-19 Vaccine, The Elaboration Likelihood Theory

1. INTRODUCTION

One of the most anticipated solutions for the public during the Covid-19 pandemic is vaccination. Although vaccines are available, many governments in various countries encountered difficulties in inoculating vaccines for their citizens. Various perceptions related to the Covid-19 vaccine circulated in the community which ultimately led to misinformation, misperception, and public hesitation to receive vaccine injections. This problem also occurs in Indonesia, a country where diverse cultures, communities, and consumer segments gather in one Island nation with different viewpoints and issues regarding vaccines, and some of its people still did not understand the function of vaccines (Putri, 2020).

The Covid-19 vaccination activity in Indonesia began in early 2020. Before the vaccination period started, the Government of Indonesia, through a special task force, launched an advertising campaign with the tagline 'Tak Kenal Maka Tak Kebal' or 'Not Recognize, hence Not Immune' to educate

the importance of vaccines and their role to fight against the invisible enemy. Through this campaign, the Government wants Indonesian to be aware and understand the role of vaccines in fighting against the Covid-19. The advertising campaign was disseminated through various advertising media such as outdoor media, digital media, and amplified through various Government-owned media, relevant government bodies-owned media, and private stakeholders media.

This study's purpose is to understand the message strategy applied by the Covid-19 Vaccine Advertising Campaign and to propose guidelines on how to campaign a vaccine. The Advertising Campaign material was made in multiple formats including audiovisual, motion graphics digital ads, and static two dimensions visual ads. However, this study limits its focus on analyzes the static two dimensions visual ad of the 'Tak Kenal Maka Tak Kenal' Campaign (See Image 1) which is also the format that was being distributed through Out of Home medium. The study result can be a future reference for public health campaigners, particularly for those who are

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concerned about the public knowledge related to the role of vaccines in the human body. The analysis also can be an insight for policymakers and Advertising Strategic Planners of public health advertising campaigns in designing and planning more effective advertising messages and communication campaign programs in the future.

2. LITERATURE REVIEW



Image 1: Tak Kenal Maka Tak Kebal Campaign Key Visual and its Derivatives

A campaign is a set of planned activities that carry out by individuals, organizations, companies, brands, or governments to achieve certain objectives and goal. A campaign is usually carried out within a specified timeframe and is usually conducted to create social changes (Collins, 2021). A Campaign naturally is a persuasive activity which at the end any campaign activities will be evaluated on how effective it is to promote and result—usually—the targeted audience's behavioral change (Venus, 2005). In the context of Marketing Communication, Brands and Companies implemented Advertising Campaigns to sell a product, build an image, and/or establish a positioning within the mind of the consumers. Borrowing the previous context, the Covid-19 vaccine campaign can be seen as an effort by the government to “sell” the benefit of vaccine to the targeted audiences. However, before the audience decides to receive the vaccine, they need to have the right understanding of the “product”.

In an advertising campaign, a brand usually communicates important aspects related to the product such as the ingredients, the benefits, the positioning of the product, and more. In the context of this study, it is important for the target audiences to understand the role of the vaccine in battling the spread of the highly contagious virus. One of the challenges in Indonesia, and probably also on another side of the world, is that there are parts of the society that does not understand the function of vaccines (Dami, 2021). Without knowing the function and the benefit of vaccines, citizens might not be motivated to receive the vaccination. If the citizens misperceive the function and benefit of vaccines, they might willing to receive vaccination although with the wrong motivation. Both situations potentially have damaging risks to public health. Therefore, this study used the concept of positioning to examine the audience's understanding on the role of vaccines.

A statement of positioning states a clear explanation of a product or services target market as well as an enticing picture of how a brand aims that their targeted audiences to perceive the brand (Stayman, 2015). It explains to the targeted consumer why a certain product or service is different from their existing competitors in a certain market and how it meets the needs of the targeted consumers (Gordon, 2021). Although the statement is made for the internal public of the communicator, the statement act as the defining guide for communication to the external public. In the case of the vaccine campaign by the Indonesian Covid-19 Special Task Force, a positioning statement should be the guide for the task force to strategize on the Advertising message to be disseminated to the Indonesian public. There are several essential components that make up a positioning statement: the target audience, the point of difference the frame of reference, the benefit, and the reason to believe (Stayman, 2015; Gordon, 2021). According to the situation in Indonesia, whereas many people still do not understand the role of vaccines, hence the frame of reference and the point of difference components, which explain the product categorization and the product benefit compared to the competitors, is important to be delivered through the Advertising Campaign if the Indonesian Government wants to educate the public about the role of the vaccine.

To understand the message strategy applied in the Advertising Campaign, this study also used the Elaboration Likelihood theory model (ELM) as the analysis framework. When attempting to influence others, the ELM

suggests two paths to take: the Central Route, which refers to the more elaborated message route, and the Peripheral Route, which refers to the simpler or a less elaborated message route. The application of the elaborated routes usually contained rich information, arguments, evidence, or sometimes data that backed-up certain message claim, proposition, or conclusions. On the contrary, the less-elaborated routes are often referred to as the “short-cut” path which most message receivers take whenever they're mentally unable or unmotivated to mentally process the sent elaborated messages.

The application of the peripheral routes usually uses seemingly unrelated elements to the message substance. The most applied technique is the usage of celebrities or certain trending interests in society. By taking the theory into account, the theory suggested to all persuaders to understand their audience before creating and sending a persuasive message and considering both routes (Dainton et al., 2011). To strategically plan an advertising message, Advertising Campaigners can apply several conceptual strategic approaches. All famous and effective advertisement is always preceded by strategy and research (Altstiel et al., 2006). Altstiel offered various strategies or creative concept approaches or ideas of advertising messages (see table 1) (Altstiel, 2006). In the context of this study, the central routes of the ELM applicable strategy should be the main routes to explain the role of vaccines to the Indonesian public.

Table 1: ELM's Mental Routes and the Applicable Advertising Message Strategy (Rasyid, 2021)

Routes	Central/ Elaborated Route	Peripheral/ Less-Elaborated Route
Description	Direct, Product-Centric, and Consumer-Centric (Conveying Product Attribute & Benefit and Consumer Benefit)	Indirect and its message seemingly unrelated to the Product or Services
Advertising Message Strategy	Show the Product; Show the Benefit; Show the Alternative; Comparison	Borrowed Interest; Testimonial/ Case History

3. METHODOLOGY

This study's methodology is qualitative descriptive, with the goal of providing a complete description of the research object. The qualitative research method typically relies on data obtained directly by the researcher through direct observation, interviews, and other qualitative data collection methods. The study collects and analyzes non-numerical data and presents it in a non-numerical format. Descriptive research paints a detailed picture of a situation, social setting, or relationship (Neuman, 2006). As this research aims to understand how the Covid-19 Vaccine Advertising message strategy is to educate the public about the role of vaccine, therefore the method and the research approach are suitable to elucidate the applied technique in each of the elaboration routes. The data gathering method is literature studies where data were gathered from relevant references and the visual advertisement campaign material was downloaded from various online sources including the official website of the Indonesian Covid-19 Task Force.

To test if the audience understands the delivered message from the Ad, this study also distributes an online questionnaire to 53 respondents. The questionnaire is designed to measure the post-exposure knowledge about the vaccine and consists of three parts: Demographic, General Knowledge, and Pre-Exposure Cognitive Questions (See Table 2). The General Knowledge part was asked before the respondent see the Advertising Campaign material in the questionnaire and aim to test the audience's general understanding of vaccines. Both General Knowledge and Post-Exposure Cognitive parts contain several tricky statements that state incorrect benefits or incorrect points of difference of a vaccine. In the General Knowledge section, statements number 2 and 3 are the incorrect statements that stated that vaccine freed vaccine receiver from virus exposure or invulnerable from the pathogen that caused diseases.

These statements were incorrect because the vaccine receiver still can be exposed to the pathogen that caused the disease, but it prevents the body to contract a serious infection (CDC, 2021). In the Post-Exposure Cognitive Section, statement number 2, 3, and 4 were the incorrect statements. Statement number 2 and 3 are still related to the invulnerability from virus, and statements number 4 is a statement that states that vaccine is a medicine. The Post-Exposure Cognitive Section applied the Cognitive Domain of the Hierarchy of Advertising Effect model which consists of awareness and knowledge as indicators. The section wants to examine if the respondents indicate that they're aware and knew the benefit of the vaccine that was conveyed by the ad.

Table 2: The Audience Reaction Questionnaire Structure		
Section	Demographic & Statements	Scale
Demographic	Age - Vaccination Prioritize Target Group Status - Single or married Last Education Level - Elementary School to Postgraduate	Nominal
General Knowledge	<ol style="list-style-type: none"> Vaccines create immunity in the body to make us stronger against diseases caused by viruses and bacteria. (Correct Statement) Vaccines provide immunity to the body so that we will not be exposed to diseases caused by viruses or bacteria. (Incorrect Statement - body still can be exposed to Covid-19 pathogen) Vaccines provide immunity in the body so that we will not contract diseases that are transmitted through contact with animals or with other humans caused by viruses or bacteria. (Incorrect Statement - body still can be exposed to Covid-19 pathogen) Vaccines can provide immunity to the body so that we will not be too sick if attacked by diseases caused by viruses and bacteria. (Correct Statement) 	Ordinal Agree/ Disagree
Post Exposure - Cognitive Questions	<ol style="list-style-type: none"> I became aware and knew that vaccines were the right solution to fight Covid-19. (Correct Statement - expected general notion) I became aware and knew that vaccines could prevent me from getting Covid-19. (Incorrect Statement - body still can be exposed to Covid-19 pathogen) I became aware and knew that vaccines could prevent me from contracting the Covid-19 virus from other people. (Incorrect Statement - body still can be exposed to Covid-19 pathogen from other people) I became aware and knew that vaccines could cure me of Covid-19. (Incorrect Statement - the vaccine is not a medicine that cure disease) I became aware and knew that vaccines could strengthen my body to be strong to fight Covid-19. (Correct Statement - vaccine stimulate immune system response) I became aware and knew that I needed to be vaccinated against Covid-19. (Correct Statement - expected general notion) 	Likert (1-5) Strongly Disagree to Strongly Agree

4. RESULT AND DISCUSSION

4.1 Illustrating The Role and The Positioning of Vaccine

Educating the role of vaccines to the general public is a challenging task. In line with the assumption of the Elaboration Likelihood Theory Model, the audience may have different abilities to understand and perceived messages, and different levels of motivation to digest disseminated persuasive messages. As a product, a vaccine is a preparation that involves processes that the public may not be able or motivated to understand. Furthermore, not only the process, even the role or its functions may be misunderstood by the general public. The circulated digital misinformation globally also creates more challenges for officials to inform and educate people about vaccines.

Before analyzing the 'Tak Kenal Maka Tak Kebal' Advertising Campaign message, it is important to initially understand the role of the vaccine in the human body (see image 2). Governmental and International Organizations have explained how general vaccines work which is to stimulate the body's immune response against disease when a person is exposed to a dangerous pathogen (CDC, 2021). Through vaccination, the body's immune system in time will be able to quickly respond and protect the body against the disease (WHO, 2020). Through vaccination, the body is introduced with a specific pathogen, usually a killed or weakened organism that caused that specific disease, so that the body creates protection within in a form of immunity that is induced by the vaccine (CDC, 2021). From the explanation, it can be concluded that the role of vaccines is mainly related to the creation of an immune system within the body that will be the protection from a specific disease. Nothing related to invulnerability or providing a cure for the disease. A vaccine is given to healthy human beings, or other beings, to stimulate antibody or immunity formation from a certain disease (Kemkes, 2016). Different from medicine which is given to a patient who is infected from the disease, the vaccine is a preparation that is given as prevention from disease.

The Indonesian Covid-19 Special Task Force through media that the role of vaccine is to form a specific immune response to Covid-19 disease so that the vaccine receiver can prevent infection or the possibility of getting seriously ill caused by the virus (CNN Indonesia, 2020). Even though the information was already around, there is still part of the public that still does not clearly understand the role of vaccines, misposition the "product", and misperceived the benefit. Through media, the Special Task Force also emphasized that vaccine is not medicine. The accentuation indicates that there are parts of the public that still misposition vaccine as a medicine that cures someone of a certain disease. Referring to image 2, medicine is used to cure symptoms or diseases that are infected the body, while the vaccine role is strictly to provide a better immune response as

protection that prevents someone from getting the later stage of the diseases caused by the pathogen. By utilizing the illustration below (image 2), campaigners can identify the what and what-not to communicate about vaccines to the public.

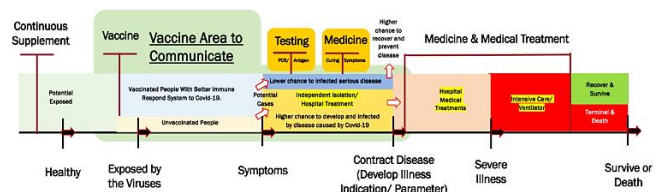


Image 2: Vaccine Area of Communication in Covid-19 Phase from healthy to Survive or Death

4.2 The Advertising Message Analysis

There are two strong focal points that are visible in the "Tak Kenal Maka Tak Kebal" campaign key visual material: The verbal message and the nonverbal message. The headline and its supporting body copy are the verbal messages, and the visual image is the nonverbal message of the campaign. In a visual-based campaign, both verbal and nonverbal messages complement each other and strengthen one another. In the "Tak Kenal Maka Tak Kebal Campaign", each of the messages has its own respective meaning. However, the combination of the message conveys a single-minded message: the role of vaccines to human body. The headline of the campaign, 'Not Recognize, Hence Not Immune' recap the intended message to be delivered to the target audience. Applying and modifying homophonically the style of a famous Indonesian proverb, Tak Kenal Maka Tak Sayang' or Not Recognize, hence not Care', into 'Tak Kenal Maka Tak Kebal', the campaigner desires that the audience will be familiar with the headline style and easily understand the campaign message.



Image 2: Tak Kenal Maka Tak Kebal Ad Campaign Key Visual (Source: <https://covid19.go.id>, 2020)

The applied nonverbal visual image across key visual's derivatives materials was consistent. The image shows various characters that reflect the target vaccine receivers with the consistent fist-clenching gesture as a sign of being ready or prepared to fight with the virus. Visually, the image used tries to 'Show the Benefit' of the vaccine. The image attempt to elaborate what the vaccine receiver will be or can do when they have

already received the vaccine jab. However, if the image is separated from the verbal message, the used image was not addressing the benefit vaccine. The used image rather conveys that it is not the vaccine that will equip our body to fight against the virus, but it is the mask. If the Ad material separates the nonverbal and the verbal copy, the visualization of the ad can be used in a 'Wear Mask' promotion campaign.

Table 2: The Nonverbal Message of Tak Kenal Maka Tak Kebal Advertising Campaign



The Visual Image	Description	The Elaboration Routes and Strategy
	A woman (and other characters that reflect the target vaccination receivers) wearing a mask clenching her/ his fist, displaying outer biceps, and holding her/ his biceps surrounded by Coronavirus visualization. The visual convey the message that the person is strong and protected against the Coronavirus.	The visual apply the 'Show the Benefit' approach which visually elaborates the message protected and ready to fight the virus and become immune. However, the visualization of the key visual more shows that the mask is the protection.

Table 3: The Verbal Message of Tak Kenal Maka Tak Kebal Advertising Campaign

The Headline and the Bodycopy	Description	The Elaboration Routes and Strategy
	The headline is a call to action to get vaccinated and be immune. The body copy elaborates the benefit that vaccine will train human body to recognize, to fight, and be immune from things that caused diseases such as viruses or bacteria.	The headline and body copy elaborate 'the Benefit' of the vaccine in general.

As visualization can emerge multiple meanings and narratives, the applied verbal copy in the Advertising headline and body copy can reduce the visual message meaning ambiguity by clearly stating the intended message or information. Besides the nonverbal message, the verbal message of the campaign also elaborates the benefit of the vaccine to the human body and strengthens the applied visual images. However, although this Advertising campaign material intended to address Covid-19 vaccines, both headline and body copy verbal text does not directly refer to the 'Covid-19' virus, 'Sars Cov-2', or 'Coronavirus', and it tends to inform more general information about the role of vaccine to the audiences. The verbal message application indicates the sender's concern that there are still a lot of Indonesian who do not understand the role of a vaccine in their body generally.

Analyzing the applied creative elements of the Advertising Campaign material, the message strategy of the Ad is to inform and educate the role of vaccines by emphasizing the benefit of vaccines in general. Particularly through the headline and the body copy, the ad attempt to inform the targeted vaccine receivers in the simplest way of the benefit of a vaccine.

The headline of the Advertising Campaign was crafted to attract people through modifying homophonically a familiar proverb in Indonesia: 'Tak Kenal Maka Tak Sayang' or 'Not Recognize, hence Not Care' into a catchy call-to-action that invite audiences to be vaccinated and be immune. While the body copy explains further the intention of the headline by applying the simplest in shorten sentence explaining the benefit of the vaccine.

Since the Ad campaign media is a static two-dimension medium such as billboard, social media feed image, display ad, or whatever, crafting a direct, short, and summarized message that can be understood by the audience is the challenge. That challenge was assumed to be the reason why the ad creatively applied a familiar proverb style headline and 15 words of body copy with 4 highlighted keywords to explain the benefit of the vaccine in the simplest and direct way possible. The rising question from such implementation is whether the simplified and short copy in the Ad Campaign will be able to convey the right message to the audience regarding the role, function, or benefit of a vaccine clearly and in line with the official definition and explanation provided by legitimate organizations.

Table 3: Elaborating the 'Tak Kenal Maka Tak Kebal' Covid-19 Vaccine Campaign

Language	The Applied Copy	The Elaborated Copy
Bahasa Indonesia	Tak Kenal Maka Tak Kebal Vaksin melatih tubuh untuk kenal , lawan , dan kebal , dari penyebab penyakit, seperti virus atau bakteri.	Tak Kenal (pathogen) Maka Tak Kebal (atau dapat terinfeksi/ berpotensi sakit serius akibat penyakit kapanpun ketika terekspos oleh pathogen) Vaksin melatih tubuh untuk kenal (patogen penyebab penyakit dengan memasukan sebuah olahan yang merangsang respon sistem imunitas dalam tubuh), lawan (virus atau bakteri dengan sistem imunitas tubuh yang sudah terlatih sehingga kapanpun tubuh terpapar patogen), dan (penerima vaksin akan menjadi) kebal (atau memiliki respon sistem imunitas yang mencegah penerima vaksin) dari penyebab penyakit, yang disebabkan oleh seperti virus atau bakteri.
English	Not Recognize, Hence Not Immune "A Vaccine will train the human body to recognize , to fight , and be immune from things that caused diseases such as viruses or bacterias".	Not Recognize (the pathogen), Hence Not Immune (or infected or potentially get seriously ill with the disease whenever the body is exposed by the pathogen) "A Vaccine will train the human body to recognize (the pathogen that caused diseases through inserting/ injecting a preparation that stimulates the body's immune response system), (support our body) to fight (the viruses or bacteria with the trained body's immune system so that whenever the body is exposed to the pathogen) and (the vaccine receivers will be) be immune (or have the immune response system within that prevent) from things that caused diseases such as caused by viruses or bacterias".

The elaborated copy was an exploration made by the researcher by connecting the applied Ad Copy with the vaccine definition provided (CDC, 2021; Oxford Vaccine Group, 2019).

4.3 The Ad Message that Might be Misleading and Overpromising the Audience

The concern came from the Indonesian language limitation. The word "Immunity" in Bahasa Indonesia is "Imunitas" or "Kekebalan". The adjective of "Kekebalan" is "Kebal". Hence, someone who has immunity is referred as someone who is "Kebal". However, the word 'Kebal' in Bahasa Indonesia has multiple meanings or associations. 'Kebal' can be perceived as many things such as making someone invulnerable or someone who has superpowers like 'Superman' that cannot be harmed by anything such as bullets, knives, swords, and maybe viruses and bacteria (KBBI, 2021). If the audience believes that they can become 'Kebal' like Superman after vaccination, they might think that they will not need a mask or do not have to abide by health protocol anymore to carry on their daily activities. Where in fact, vaccine receivers still can be exposed to the virus or bacteria, and the virus and bacteria still can go inside the body and caused certain symptoms. The use of the word 'Kebal' might be correct in terms of linguistics, but it might be alarming when it comes to educating the benefit of vaccines. With the wrong knowledge and the wrong audience's motivation, this perception can be unproductive to the effort to decelerate Covid-19 virus transmission. Therefore, utilizing a multi-interpretive word that might emerge the wrong perception could be unproductive in educating the role of vaccine through Advertising.

Further analyzing the verbal message, the body copy explains that the vaccine made the body 'Kebal' from what caused diseases such as viruses and bacteria. If referring to the vaccine role and definition provided by several legitimate organizations in the previous paragraphs, the vaccine is not freed receivers from viruses or bacteria exposure, but it provides an immune response from the disease. Vaccinated people still can be exposed to viruses and bacteria. They're not invulnerable to viruses or bacteria. They still might be caught with certain mild symptoms. But they have a higher chance to prevent themselves from getting the disease or developing a serious or severe illness caused by the virus or bacteria. As a concept, immunity is not the same as invulnerability. The concept of Immunity refers to the capability of the body to prevent pathogen invasion (St-Amant et al., 2021). The concept of immunity refers to the presence of antibodies. It is nothing that refers to exemption from viruses or bacteria or even gaining superpowers that are invulnerable to viruses or bacteria. Therefore, explaining that the vaccine made someone 'Kebal' from what caused the disease, might be overpromising. Again, with the wrong knowledge and the wrong audience's motivation, this perception can be unproductive to the effort to decelerate Covid-19 virus transmission. Therefore, regarding the language limitation, the vaccine campaign in the future needs to explain further the concept of immunity so that the Indonesian audience does not misperceive immunity with invulnerability.

4.4 The Ad Post-Exposure Cognitive Test

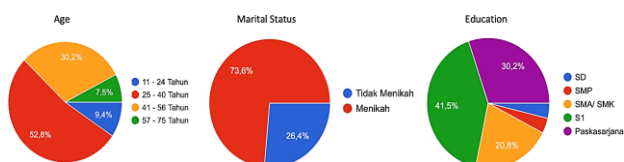


Figure 1: The Respondent Cognitive Effect on the Vaccine Benefit Advertising Message

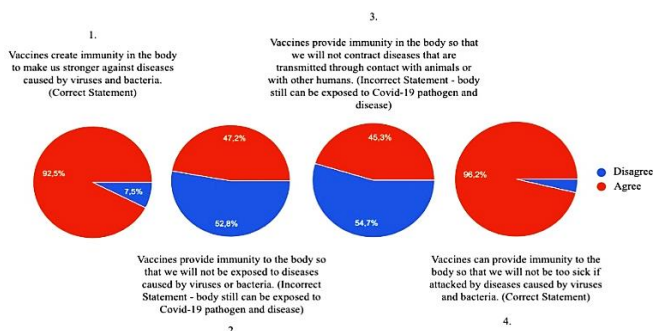


Figure 2: The Respondents General Knowledge About Vaccines

To understand if the audience clearly understands the role of vaccines that is being delivered by the Ad, the researcher also distributes online questionnaires to test the audience's awareness and knowledge about vaccines. Online questionnaires were distributed online to 53 respondents

(see Figure 1). More than half of the respondents were 25 – 40 years old and followed by 30,2% of 41 – 56 years old age group. Both major age groups are the prioritized age group to receive the vaccination. 73,6% of the respondents are married and more than 70% of the respondents have a higher education degree which is assumed to be an intelligent and well-informed audience segmentation.

The General Knowledge Figure (See Figure 2) shows that both correct statements were agreed by most of the respondents. More than 90% of the respondents were more likely to have the same and nonconflicting knowledge about the role of vaccines stated in statements number 1 and number 4. On the contrary, the responses of the respondents towards the incorrect statements divided the respondents into two 'almost equal groups. The percentages of the incorrect statements show that this particular knowledge about immunity is somewhat still not completely understood by the respondents, and presumably the society in general. Although it was almost even in percentage, however, most respondents disagreed with the incorrect statements.

The chart of the statement number two shows that 47,2% of respondents agree that vaccines make our body cannot be infected by the disease whatsoever. Furthermore, 45,3% of the respondents agree that vaccines can exempt a person from people-to-people virus transmission. In short, these charts say that there are cognitive issues related to vaccine role and how immunity works. In line with the vaccine definitions in the previous paragraphs, a vaccine is not a preparation that promises a person invulnerability from diseases caused by viruses or bacteria or curing someone from diseases caused by the pathogen. The benefit of a vaccine is to prepare immune system response within the human body whenever the body is exposed to a pathogen. To perceive that a vaccine makes someone exempt from any viruses or bacteria exposure is an overpromising message. While perceiving a vaccine as a medicine that cures is also an incorrect perception.

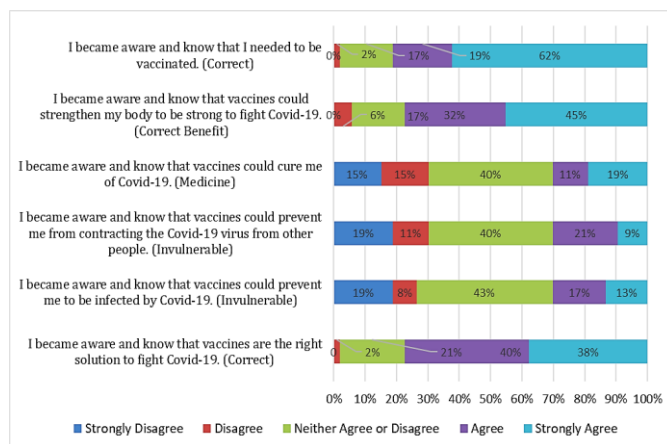


Figure 3: The Respondents Post-Exposure Cognitive Knowledge About Vaccines (Awareness & Knowledge)

The figure 3 shows the respondent's position post Advertising Campaign material exposure. Overall, majority of the respondents score themselves positively in line with the correct statements. 78% respondents of Agree and Strongly Agree with Vaccine as the solution statement, 77% agree and strongly agree that vaccines produce antibodies, and 81% agree and strongly agree that they need to get the vaccine jab. However, in line with the pre-exposure general knowledge statements before, the incorrect statements divide the respondent into almost equal proportions. 40% to 43% of the respondents remain hesitant towards the incorrect statements. This percentage indicates that the Advertising Campaign message from the material cannot provide clear information on the vaccine role.

The alarming percentage from the figure is that there are 30% of the respondents think that vaccines can make their body invulnerable to viruses or bacteria, and 30% of the respondents misposition vaccine as medicine that cures them of the Covid-19 disease. Regarding to the message of the 'Tak Kenal Maka Tak Kebal' Vaccine Campaign, hence it means that 30% of the respondents were in line with the message that was being delivered by the Advertising, And the 40% to 43% of the 'Neither Agree or Disagree' respondents might still have an unclear understanding regarding the statement or having a cognitive dissonance after exposed to the Ad. While the 27% to 30% 'Disagree' respondents towards the incorrect statements were assumed have firm understanding regarding the role of vaccine regardless the exposure of the Ad. Once again to accentuate the urgency of this matter, and borrowing the Elaboration Likelihood Theory Model assumption, with the different level of

audience's ability and the audience's wrong motivation to mentally process a persuasive Ad message, in this case the Covid-19 vaccine Ad campaign, it could create unproductive behavior to the effort of decelerating Covid-19 virus transmission in the country.

4.5 Formulating the Positioning of Vaccine for Advertising Campaign

To campaign a vaccine through Advertising, it is important to have a positioning statement of the vaccine as a product and as the guideline of the vaccine campaign. A positioning statement consists of the target audience, the point of difference, the frame of reference, the benefit, and the reason to believe as elements (see table 4) (Gordon, 2021; Stayman, 2015). By utilizing the positioning elements, campaign strategists can

apply the framework as a guideline to formulate a vaccine Advertising Campaign message for different target audiences which respectively will have different issues, viewpoints, concerns, or barriers in receiving vaccine shots and ultimately need different campaigns messages and treatments. The point of difference part states the unique selling point of the vaccine compared to other available methods (the frame of reference). In the benefit part, the campaigners must avoid overpromising messages that could be misperceived by the targeted audiences. Lastly, the reason to believe part should state the supporting data that resonate with the targeted audience. It could be scientific facts, key opinion leaders, producers, endorsers, and etc. Hopefully, this guideline that applied the positioning statement elements can guide the next vaccine advertising campaign in Indonesia and initiate a more robust guideline in the future.

Table 4: The Guideline to Campaigning Vaccine through Advertising

Positioning Elements	The Guideline	Notes
The Target Audience	The Targeted Vaccine Receiver	Specified the T.A as different segment has different issues, concerns, viewpoints, or barriers related to vaccine. Example: Religious communities, academic communities, and etc.
Point of Difference	A prevention preparation that is given to a healthy body that introduced the body to recognize a specific pathogen and stimulate immune response system	Avoid misposition with other method or treatments such as supplement, medicine, and other existing medical treatments.
The Frame of Reference	Among other health maintenance method and medical treatment	Clearly differentiate vaccine with other available methods and treatments
The Benefit	Strengthen the body with antibodies to fight against viruses or bacteria and prevent the body to contract the disease or severe illness caused by the pathogen.	Avoid overpromising or misperceived statements that could lead to unfavorable and unproductive behavior
The Reason to Believe	Produced by, approved by, endorsed by, effectiveness test result, and etc.	Utilized credible personalities, voices, persons, entities to the T.A. and clinical test result, and other data to support vaccination process

If the researcher can formulate a positioning statement of Covid-19 vaccine that should be conveyed through the Advertising Campaign material, it would be like this: *"For Indonesian citizens who wants to have a body immune system response that could strengthen and support their body to fight against the diseases caused by viruses or bacterias pathogen exposure, particularly 'Sars-Cov2' or 'Coronavirus', the vaccine offers the comfortable way to equip the body with an immune response system that recognizes the pathogen that might expose you in the future and help the body to fight against the diseases that caused by the viruses or bacteria. Unlike other treatment options, vaccination is easy, comfortable, (and free or affordable) and effectively create immune system response from within that could support the body to fight against the diseases. The distributed vaccine was produced by legitimate institutions that are endorsed by the Government, health professionals, public figures, and religious figures".*

5. CONCLUSION

The study concludes that the 'Tak Kenal Maka Tak Kebal' Covid-19 vaccine Advertising Campaign applied the central route of the ELM theory. The Ad message elaborates the general role of vaccines and its benefit to the targeted vaccine receivers even though the elaboration on the benefit has the potential to mislead the audience. The campaign's verbal messages reduce the ambiguous visual image used in the campaign through the headline and body copy. The limitation of Bahasa Indonesia in translating the word Immune (read: Kebal) also might be causing misunderstanding of the vaccine's benefit. As the word 'Kebal' may have different meanings in Bahasa Indonesia, it might lead people with the wrong motivation to behave unproductively. The future vaccine Advertising campaign in Indonesia should avoid conveying messages that could be misperceived and overpromising the benefits of vaccines. Guidelines are needed to craft vaccine Advertising messages for specific targeted audiences and to avoid undesirable campaign effect.

Delivering a complicated and sophisticated substantial message such as the role of vaccine completely and clearly to the audience through two-dimensions visual Advertising material is a challenging task. The cognitive test result shows that the Advertising material cannot clearly convey the role of vaccines. At the same time, the test also shows that the Ad could lead to the wrong understanding of the role of vaccines. As two-dimension visual advertising formats have certain limitations, it is advisable to deliver a complicated and sophisticated substantial message such as vaccine role through a richer medium rather than using the current tested Ad format to avoid misunderstanding, mispositioning, and misperceiving

the role of vaccines. Therefore, the exploration of creative methodology and techniques to deliver the complete and clear benefit of vaccines must be continued. Further research can be done to analyze other campaign material with richer message delivery capacity such as video advertising and other forms of digital advertising. Advertising Campaign message testing also can be done to measure which message strategies are more effective and favorably can be applied to send a complete and clear message of vaccine benefit that is correctly understandable by the targeted audiences.

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