

The Behavior of Searching for Covid-19 Vaccine Information in Supporting Vaccination Decision-Making

Mirnawati Ahaya

Universitas Atma Jaya Yogyakarta
mirnawatiahaya@gmail.com

Yudi Perbawaningsih

Universitas Atma Jaya Yogyakarta
yudi.perbawaningsih@uajy.ac.id

Abstract

This research aims to analyze the information-seeking behavior of the COVID-19 vaccine in supporting decision-making in the community of Nglanggeran Village, Gunung Kidul Regency, Yogyakarta Special Region. This study provides benefits for the government, especially health workers, to better understand the behavior of the community in seeking information on the COVID-19 vaccine, and vaccination decision-making. The qualitative research method was used with 16 informants consisting of semi-structured interviews and using source triangulation. The results showed that the stages in searching for COVID-19 vaccine information in the Nglanggeran Village community include; starting, chaining, browsing, differentiating, verifying, and sharing. Poor network connections and the geographical conditions of Nglanggeran Village are obstacles for the community in searching for COVID-19 vaccine information. The decision to choose or refuse vaccination is influenced by internal and external factors.

Keyword: Information-Seeking Behavior; Covid-19 Vaccine; Vaccination Decisions; Nglanggeran Village

Introduction

Pneumonia Coronavirus Disease 2019 or Covid-19 is a pandemic that shook the whole world. It was first detected around November-December 2019 in Wuhan City, China, and then precisely on 2 March 2020 Covid-19 was found in Indonesia (Marzuki et al, 2021). To anticipate the spread of the Covid-19 pandemic, the Indonesian government introduced a mandatory Covid-19 vaccination program for all elements of Indonesian society. The implementation of this vaccination program aims to reduce the transmission of Covid-19 transmission; reduce morbidity and mortality due to Covid-19; achieve herd immunity in society; and protect the community from Covid-19 so that they remain socially and economically productive (Asmara, 2021). However, the presence of the Covid-19 vaccine program was not immediately accepted by the Indonesian people because it was considered to be in a hurry, so doubts and concerns arose about the effectiveness, side effects, and halalness of the vaccine. The results of previous research conducted by Rachman & Pramana (2020) via Twitter social media, showed that 30% of Indonesian people gave a positive response to vaccination, while the negative response was 26% and the rest were still hesitant. In addition, the Ministry of Health of the Republic of Indonesia through its official website (Kemenkes RI, 2020) revealed that the level of acceptance of the Covid-19 vaccine varies from province to province because it is motivated by economic status, religious beliefs, and educational status, age, and region. Furthermore, other things that also influence are the level of information acceptance, community groups with more information about the Covid-19 vaccine, tend to receive the Covid-19 vaccine (Rokom, 2021). Therefore, it can be understood that the level of acceptance of the Covid-19 vaccine is also influenced by the amount of vaccine information circulating in the community. So there is a need for an even distribution of vaccine information in Indonesia so that people who do not get enough information about the Covid-19 vaccine can search for information in various media to meet their information needs related to vaccines. Information search is an activity by individuals in finding the required information with a specific purpose (Yusup et al, 2010).

Information-seeking behavior begins when someone feels that their knowledge is still lacking. So that in meeting these information needs, a person searches for information using various sources of information, such as the media (Nurhayati et al, 2014). Behavior is an action taken by individuals in this case the use of information technology systems (Hartono, 2007). According to Wilson (1999), "information-seeking behavior is the purposive seeking for information as a consequence of a need to satisfy some goal. In the course of seeking, the individual may interact with a manual information system (such as a newspaper or a library), or with the computer-based system (such as the World Wide Web).

Discussing further the search for information, the media is one of the tools that can be used by the Indonesian people to obtain information, including information about the Covid-19 vaccine. Because every individual seeking information will interact using the media, both through textual media such as books, magazines, scientific journals, and newspapers and also through computer-based media using the internet network (Sari et al, 2013). The development of technology and information has made the media a place of information that is widely used by the public because it offers convenience in accessing all information from various parts of the world (Azman, 2018).

Information on the Covid-19 vaccine in Indonesia cannot be separated from the role of the media. The media is very effective and plays an active role in disseminating vaccine information to the public. In addition, the media has a broad and mass network with a strong and visible influence on the surface of society (Setiawan, 2011). The use of media in conveying information messages about the Covid-19 vaccine is expected so that the public can get complete information related to vaccines and influence users' feelings about the message conveyed so that they are interested in carrying out the Covid-19 vaccine (Oisina et al, 2019). Searching for vaccine information is very important for the whole community, including the people in Nglanggeran Village, Patuk District, Gunung Kidul Regency, Special Region of Yogyakarta (DIY).

Based on the number of recipients of the Covid-19 vaccine in DIY published by the Ministry of Health of the Republic of Indonesia in 2021, Gunung Kidul

is the district with a very low level of Covid-19 vaccine, compared to the City of Yogyakarta and other regencies, such as Sleman Regency, Yogyakarta City, Kulon Progo and Bantul Regency. The number of recipients of the first dose of vaccine in Gunung Kidul Regency did not reach 80% of the targeted number. The people of Gunung Kidul who received the first dose of the vaccine only amounted to 455,574 people or equivalent to 76.55% of the DIY Province target. While Bantul Regency reached 80.78%, Kulon Progo Regency reached 84.24%, Sleman Regency reached 90.17%, and Yogyakarta City 201.71% of the Yogyakarta provincial target (Kemenkes RI, 2021).

Gunung Kidul Regency, apart from being the district with the lowest recipient of the first dose of vaccine in DIY, also became the district with the lowest rate of receiving the Covid-19 vaccine at the second dose. Only 371,127 people received the second dose of the vaccine, equivalent to 63.36%. While Bantul Regency reached 68.19%, Kulon Progo reached 70.87%, Sleman Regency reached 77.39%, and Yogyakarta City reached 184.89% of the provincial target (Kemenkes RI, 2021). The low rate of acceptance of the Covid-19 vaccination in Gunung Kidul is one of the reasons this research was conducted. To focus the research, the researcher chose Nglanggeran Village, Patuk District, and Gunung Kidul Regency as the object of this research. Nglanggeran village was chosen because Nglanggeran Village is one of the World's Best Tourism Villages in 2021 set by the World Tourism Organization or United Nations World Tourism Organization (UNWTO) (Prasetya, 2021).

As a tourist village known internationally, Nglanggeran Village has a high level of activity and a large number of visitors during the Covid-19 pandemic. This puts the public and tourists at high risk of being exposed to the Covid-19 virus. So that the Covid-19 vaccination program required by the Indonesian government must first be carried out by all elements of society in Nglanggeran Village. However, in reality, this is not the case, because the acceptance rate of the Covid-19 vaccine in Nglanggeran Village is still relatively low (Widada, 2022). One of the causes of the low acceptance of Covid-19 vaccination is the search for information (Rokom, 2021).

Furthermore, research related to information seeking so far is still rarely done, several researchers who have conducted information searches include:

Destrian, et al (2018) with the research title “Perilaku Pencarian Informasi Pertanian melalui Media Online pada Kelompok Petani Jahe” found results, that online media role in solving problems faced by farmers. Then Permana et al (2021) with the research title “Pola Pencarian Informasi Kesehatan Anak dan Komunikasi Ibu Balita di Kalimantan Timur” found results that based on the characteristics of the area where the mother lived, there were significant differences between mothers living in rural areas and cities in their search information on child health nutrition.

In contrast to previous studies, this study aims to analyze in-depth the behavior of seeking information on covid-19 vaccines in supporting vaccination decision-making in the Nglanggeran Village community. This research uses a qualitative approach with case study research methods. To deepen the results of the analysis, the researcher uses Ellis' information retrieval theory. According to (Ellis, 1993) the search for information is carried out in various stages, which include; starting, chaining, browsing, differentiating, monitoring, extracting, verifying, and ending. Through interview techniques, researchers collected data (information) from 16 informants in Nglanggeran Village who were divided into three groups, namely; elderly (elderly), adults, and adolescents. The use of the three groups of informants in this study is intended so that researchers obtain diverse and in-depth results regarding the behavior of seeking information on the Covid-19 vaccine in supporting decision-making in the people of Nglanggeran Village, Gunung Kidul Regency, Special Region of Yogyakarta.

Research Method

This study uses a type of qualitative research. Qualitative research is a research activity that consists of a series of material interpretation practices that make the world visible with a series of representations that include various field notes, interviews, photographs, recordings, and personal notes (Creswell, 2015). The research method used is a case study. A case study is a type of qualitative approach that examines a particular case in a contemporary real-life context or setting (Creswell, 2015). In qualitative research, a researcher must interact directly with the informant regarding the

world of the informant, and observe and follow the flow of the informant's life (Saunders et al, 2009).

This study uses primary data, with data collection techniques through in-depth unstructured interviews with informants from the Nglanggeran Village community. According to Sekaran & Bougie (2016), interviews are one method for collecting data, both unstructured and structured, which can be done by facing the informant, using the telephone or computer. As for analyzing the data, the researcher refers to the analysis of qualitative data using three steps of analysis, namely; data reduction, data presentation, and conclusion drawing (Creswell, 2015). Data reduction includes summarizing data, coding, tracing themes, and cataloging. Data presentation incorporates accessible information, making it easy to trace back in evaluating conclusions. Efforts to conclude are carried out continuously in the field.

No	Informants	Gender	Age	Description
1	Rabiem	Female	60	Elderly
2	Hardimin	Male	65	Elderly
3	Saina	Female	60	Elderly
4	Tugiroh	Female	72	Elderly
5	Widada	Male	60	Elderly
6	Anwar	Male	43	Adult
7	Nina	Female	40	Adult
8	Suratmi	Female	32	Adult
9	Adam	Male	31	Adult
10	Dedi	Male	45	Adult
11	Dewi	Female	27	Adult
12	Imam	Male	16	Teenage
13	Triyani	Female	19	Teenage
14	Yuli	Female	15	Teenage
15	Tyas	Female	14	Teenage
16	Reinhar	Male	21	Teenage

Source: Data processed by researchers

Table 1. Demographic of Interview Participants

Furthermore, the data collected by the researchers were analyzed and tested for validity using triangulation. Triangulation is a technique to check the validity of data by comparing information from various sources as a comparison of the data (Sekaran & Bougie, 2016). This study uses source triangulation as a method of testing the validity of the data by comparing the same information to different informants during the interview process to match the truth of the information.

The informants in this study were the people of Nglanggeran Village as many as 16 people who were divided into three groups, namely; elderly, adults, and adolescents, as shown in Table 1.

Results and Discussion

Covid-19 Vaccine Information Search Behavior

Information-seeking behavior is the behavior of an individual related to sources of information both in actively and passively seeking information through face-to-face communication or using the media. Based on the findings of researchers in the field of searching for information on the Covid-19 vaccine in Nglanggeran Village, Gunung Kidul Regency, it includes several stages as follows:

Early Stage: preliminary search for COVID-19 Vaccine Information

This starting stage is the first stage in finding information in Nglanggeran Village. At this stage, the Nglanggeran Village community began to search for information on the Covid-19 vaccine using online media and social media,

such as; government websites, online news portals, google, and Facebook.

This can be seen from the statements of the following informants:

"I first looked for vaccine information from Facebook and WhatsApp," informant Nina (2022)

"The first time I received the information was from social media" informant Adam (2022)

"The process of searching for information was so first I opened Google, then I read the Detik.com article, then after that, I also read information on the Yogyakarta government website" informant Reinhar (2022)

Furthermore, this starting stage only applies to youth and adult age groups. However, for the elderly age group, starting a search for information related to the Covid-19 vaccine by relying on information from health workers and village governments. An example of a statement from informant Suratmi is the following:

"So initially I got information about the COVID-19 vaccine from the health center staff and the village as well," informant Suratmi (2022)

Chaining Stage: Following the Initial Referral for Covid-19 Vaccine Information

The chaining stage is the second stage, where the Nglanggeran Village community follows the referral from the initial reference obtained when searching for information on the Covid-19 vaccine. The chaining stage is only carried out by the adolescent age group, as stated by the following informant Reinhar:

"I initially searched on google first, opened the article, and then also paid attention to who posted the article. In the sense that the online media is trusted or not, then where will we be directed from there, if I am directed to the government website, ayo vaksin Jogja," informant Reinhar (2022)

This statement from informant Reinhar is also supported by two other informants, Tyas and Triyani:

"With the vaccine information from Google, I then continued to search for information on where the vaccination was carried out through social media" informant Tyas (2022)

"After doing a google search about vaccines, then I opened another article referred to there (google)" informant Triyani (2022).

The chaining stage is only carried out by the adolescent age group because of their high curiosity regarding the Covid-19 vaccine. Meanwhile, adults and elders did not do this stage because they prioritized information from health workers.

Browsing Stage: Searching for Covid-19 Vaccine Information

The browsing stage is an effort made by the public to search for further information related to the Covid-19 vaccine. Information searches were carried out by the Nglanggeran Village community through the help of online media and social media. The use of online media as a tool to search for information on the Covid-19 vaccine was mostly carried out by male informants. This can be seen from the following statement from the informant Reinhar:

"I searched for information by opening google, then I read news articles" informant Reinhar (2022).

Meanwhile, the search for information on the Covid-19 vaccine using social media was very dominantly carried out by female informants. This is by the following statements from informants Dewi and Tyas:

"So the way I search for that information is through social media" informant Dewi (2022).

"I also searched the vaccine information through the school's WhatsApp group," informant Tyas (2022).

Furthermore, apart from using online media and social media, the browsing stage is also carried out by searching for information from health workers. An example can be seen from the statements of informants Nina and Yuli below:

"I searched for information on this vaccine, sometimes through the health center, sometimes from social media," informant Nina (2022).

"Apart from information from social media, I also look for and get it from the health center and village hall" informant Yuli (2022).

Differentiating Stage: Comparing Covid-19 Vaccine Information

The differentiating stage is the community's effort to compare information related to the Covid-19 vaccine received from one source with various other sources of information. The stage of comparing this information is carried out by the adolescent and adult age groups. An example can be seen from the statements of informants Reinhar and Nina below:

"Usually I have to check sources of information from various sources, such as sources a, b and c, for me, one source is not enough and then I compare it " informant Reinhar (2022).

"I once searched for information related to vaccines in the form of vaccines, I compared one vaccine to another, even I compared the price through the information I was looking for and got through social media and health center," informant Nina (2022).

Furthermore, the stage of comparing this information is carried out to gain confidence and trust in the Covid-19 vaccine. Because not all information obtained from the media related to the Covid-19 vaccine can be believed to be true. This is by the following statement from informant Dewi:

"In sorting out vaccine information, I doubt the information from television because on television it is a bit too much, so I trust information from Instagram more," informant Dewi (2022).

Verifying Stage: Re-checking Covid-19 Vaccine Information

The verifying stage is an effort to re-check information on the covid-19 vaccine that was initially received by the public from various sources. This stage can be done by asking for the same information from different sources. The Nglanggeran Village community carried out a re-check of the Covid-19 vaccine information directly to health workers, to reduce uncertainty and misinformation about the Covid-19 vaccine. This can be seen from the statements of the following informants:

"Usually I collect the information first, the questions that make me curious about the truth, I write first, then I ask the health workers informant Reinhar (2022).

"To make sure, such as vaccine schedule information from Facebook, I also asked the health workers" informant Adam (2022).

"In addition to getting information from television and Facebook, I also confirmed it to the health center officers because if it was from the health center, the news couldn't be fake," informant Nina (2022).

Sharing Stage: Disseminating Covid-19 Vaccine Information

The sharing stage is an effort made by someone to spread the information obtained to other people both directly and online through social media. The sharing stage is the last step taken by the Nglanggeran Village community in searching for information on the Covid-19 vaccine. The age groups who are actively carrying out the process of searching for information on the Covid-19 vaccine to this stage are the adult and adolescent groups. This can be seen from the following statements by various informants:

"If the information is clear, I will spread it, like to my college friends, people around, family," informant Reinhar (2022).

"Sometimes I convey vaccine information to other friends because we often interact with friends and talk about vaccines," informant Yuli (2022).

"After receiving vaccine information, I usually take screenshots and distribute them in my WhatsApp groups, such as gymnastics, and others. The most important thing, I think, is that this news is accurate and the truth is guaranteed, such as from the health center," informant Nina (2022).

Furthermore, although the adult and adolescent age groups are active in disseminating information on the Covid-19 vaccine, this stage is mostly carried out by women rather than men. In addition, the sharing stage is the last stage of a series of behavior seeking information on the covid-19 vaccine by the Nglanggeran Village community. After that, the information search process is complete, as is the information search stage in Ellis's (1993) theory. However, there are new findings in the information search stage, namely the sharing stage. This sharing stage does not exist in Ellis's theory of information-seeking stages. However, in the pattern of searching for Covid-19 vaccination information in Nglanggeran Village, researchers found the sharing stages carried out by the people of Nglanggeran Village, Patuk District, Gunung Kidul Regency, Special Region of Yogyakarta.

Meanwhile, in the process of searching for information on the Covid-19 vaccine, the Nglanggeran Village community encountered various obstacles, including:

1. *Information Search Obstacles: Internet Network*

The internet network is one of the supporting factors in searching for information. However, this does not apply to the people of Nglanggeran Village when looking for information on the Covid-19 vaccine. Although Nglanggeran Village is included in the category of world tourism village, the internet network is the main obstacle that is always experienced by the entire Nglanggeran community. This is expressed directly by several informants in the following statements:

"The internet network and wifi here are quite difficult, so getting vaccine information through the media is also difficult," informant Nina (2022)

"The cellular network here is bad, so we use wifi. It is quite influential in searching for information about vaccines" informant Adam (2022)

"Here I use wifi, the internet network here is not very good, at least it can help," informant Reinhar (2022)

2. *Information Search Constraints: Geographical Conditions*

Geographical conditions are one of the factors that hinder the search for information because geographical conditions can affect the quality and coverage of the internet network used by the community. As happened in Nglanggeran Village, geographical conditions are an obstacle for the community in searching for information on the Covid-19 vaccine. This geographical condition was acknowledged by the informants Nina and Imam, as an example of which can be seen in the following statements:

"The network here is difficult, you have to leave the house if you want it to run smoothly, maybe because we live in the mountains," informant Nina (2022)

"I use internet data and have to leave the house to get a good network, the signal is difficult here" informant Imam (2022)

3. *Decision-Making Regarding Covid-19 Vaccine*

Decision-making is a process of choosing two or more alternatives and is based on rational considerations that have more virtue than other options. In making decisions regarding COVID-19 vaccination in the Nglanggeran Village community, Gunung Kidul Regency is influenced by various factors, including:

4. *Internal & External Factors*

Internal factors are factors that are present and come from within a person. In this study, most of the people of Nglanggeran Village making decisions for Covid-19 vaccinations are based on their desires. This can be seen from the statements of the following informants:

"The desire for the Covid-19 vaccination came from myself" informant Tyas (2022).

"Join the vaccination because of self-awareness. Because I don't think that one day I need a vaccine card or there is something I need that requires a vaccine card, so I decided to participate in the vaccination," informant Triyani (2022).

"The first vaccine was because of his own will, the second vaccine was because he had to take offline lectures" informant Reinhar (2022).

Furthermore, the decision to vaccinate came by themselves was taken by the people of Nglanggeran Village who are active in searching for information, especially for those in the adolescent age group who always seek vaccine information from social media. For example, the statements from informants Triyani and Reinhar are as follows:

"I searched for vaccine information on social media, I also googled the information. At that time, I searched on google about what Sinovac and Astrazeneca vaccines were, after that I finally decided to vaccinate," informant Triyani (2022)

"Besides using Instagram, I also use Twitter. If on Twitter it's not just one or just data, usually most of the information is clear to confusing things like vaccines are dangerous, and information about the impact of vaccines, everything is complete," informant Reinhar (2022).

External factors are influential factors in decision-making that are present or come from outside a person. The external factors that influence the Nglanggeran Village community in making decisions for covid-19 vaccination include:

External Factor: Health Officer

Health workers are an important factor influencing decision-making for covid-19 vaccinations. The age group whose decision-making is influenced by health workers in the elderly. Information received from health workers is very helpful for the elderly in making decisions on whether to accept or reject the implementation of the Covid-19 vaccination. For example, the following statement from informant Saina:

"I can't be vaccinated, the doctor said, because I have severe heart disease and a certificate has been made. But actually, I also want to be vaccinated, but the information from the doctor changed my decision" informant Saina (2022).

External Factors: Family and Religion

Family is the closest person who is always a partner in communicating. So it is not surprising that every decision making is always influenced by the family environment. As in choosing to accept or reject the implementation of the Covid-19 vaccination. Therefore, the results of the researchers' findings that some of the elderly age group in making vaccination decisions are also influenced by the family environment. As stated by the following informant Tugiroh:

"I don't think anything about vaccines, I just want to be healthy. So the kids also told me not to get vaccinated and told me to focus on being healthy because I'm old," informant Tugiroh (2022).

Furthermore, apart from family, there are also religious factors that influence the decision-making of the Nglanggeran Village community in accepting or refusing the Covid-19 vaccination. This is confirmed by the statement from informant Hardimin as follows:

"I don't want to be vaccinated, because I believe that the covid vaccine is haram because it contains pork," informant Hardimin (2022).

External Factors: Government Push and Employment

Based on the results of interviews conducted by researchers with the people of Nglanggeran Village, there were findings that government encouragement and work were one of the factors in making decisions about covid-19 vaccination. This can be seen from the statements of several informants who said that the government's encouragement and work required them to carry out covid-19 vaccinations.

"This vaccine must be followed, all because of the demands of work and mandatory. Because I work as a teacher at school, I have to get vaccinated, because I have contact with students and many people," informant Dewi (2022).

"I vaccinated because I participated in the government program as a village official," informant Dedi (2022).

"I participated in the vaccination because of an order from the school, if given the freedom to choose, I would not want to be vaccinated" informant Yuli (2022).

External Factor: Friends

Friends are one of the factors that influence the Covid-19 vaccination decision in the Nglanggeran Village community. Especially for those in the adolescent age group, the friendship factor can influence a person in determining whether he accepts or refuses the Covid-19 vaccination. This is as stated by informant Imam in his following statement:

"I am vaccinated because I only go with my friends and also because I have an obligation from school. At that time there was a vaccine at school, so I just took the vaccine. So that friend influenced me quite a bit. Now and then I receive vaccine information from my peers, such as the types of vaccines and their effects, Imam as informant(2022).

Conclusion

This research was conducted to provide a true picture of the behavior of seeking information on the Covid-19 vaccine in Nglanggeran Village, Patuk District, Gunung Kidul, Yogyakarta Special Region (DIY). Through this research, the DIY government, especially health workers in Gunung Kidul Regency, can understand more deeply the behavior of its people in searching for information on covid-19 vaccines and making vaccination decisions. Various limitations felt by the people of Nglanggeran Village in searching for vaccine information can be additional information for health workers to carry out Covid-19 vaccination campaigns in the future.

Then, in this study, the researchers only discussed information-seeking behavior and decision-making on Covid-19 vaccination, so the researchers did not distinguish the characteristics of each informant who had been vaccinated and who had not been vaccinated against Covid-19. In addition, this study only describes the behavior of seeking information on Covid-19 vaccines from one village in Gunung Kidul Regency, meanwhile, in Gunung Kidul Regency there are 144 villages with different geographical locations. So this might influence the findings of researchers regarding information-seeking behavior in supporting Covid-19 vaccination decision-making.

Furthermore, even though Nglanggeran Village is a world tourism village, the behavior of seeking information related to the Covid-19 vaccine is very dependent on health workers, especially the community in the elderly group. Therefore, through this research, health workers in Gunung Kidul Regency were able to find or create special formulations to provide information on vaccines and Covid-19 vaccinations to the people of Nglanggeran Village. Furthermore, in delivering information on the covid-19 vaccine to the Nglanggeran Village community, the government and health workers should provide complete information and involve various stakeholders to increase public confidence. For example, involving Majelis Ulama Indonesia (MUI) in Gunung Kidul Regency to convey information on the Covid-19 vaccination to some people who believe the vaccine is haram. In addition, presenting specialist doctors to increase public confidence in choosing or rejecting the Covid-19 vaccination.

This study uses a qualitative method with semi-structured interviews with the object of research in Nglanggeran Village. Therefore, further research must use quantitative studies by adding new villages in Gunung Kidul Regency. This study adopts the theory of stages of information-seeking behavior from Ellis so that future researchers should use a different theory to reveal different points of view regarding the information-seeking behavior of the Covid-19 vaccine in supporting vaccination decisions.

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