



Enhancing and nurturing community engagement

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Masyarakat Anti Fitnah Indonesia (MAFINDO), INDONESIA

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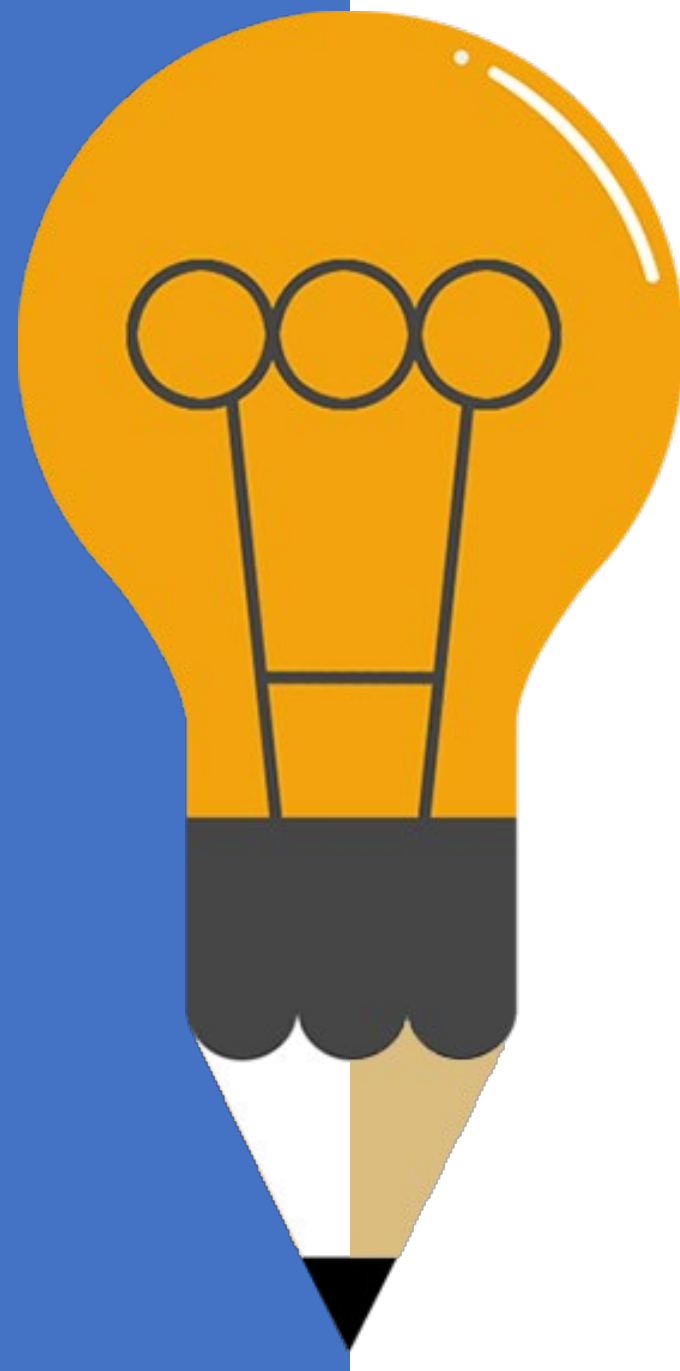


5 top hoaxes about vaccine during the pandemic

1. Vaccine is HARAM
2. Vaccine is made from pork
3. Vaccine is chemical weapon
4. Vaccine contains (microchip)
5. Injected by vaccine, you become a Zombie for sure!

Sources: Survei UNICEF-Nielsen, Q2, 2023.

**BETWEEN THE ONLINE &
OFFLINE CONVERSATION:
THERE'S ALWAYS A LINK**



**The vaccine is new,
but the problem is
classic!**

MARCH 2022

Booster and mask off
policy in several country

HOAX:

Vaccine Booster are
made from abortion
embryo (Twitter). The
govt stopped health
protocol.

APRIL 2022

Child immunization

HOAX:

Post immunization
incidents (kid's death
after the immunization
Twitter
@stopPlandemit)

MAY 2022

Booster Moment

HOAX:

The risk of blood clot or
'blood freeze' due to
immunization
Stop Covid Vaccine!
Twitter @DokterTifa

JUNE 2022

Booster Moment

HOAX:

Health related problems
due to vaccination. The
risk of death is higher
among those who
repeatedly vaccinated!

JULY 2022

Booster Moment

HOAX:

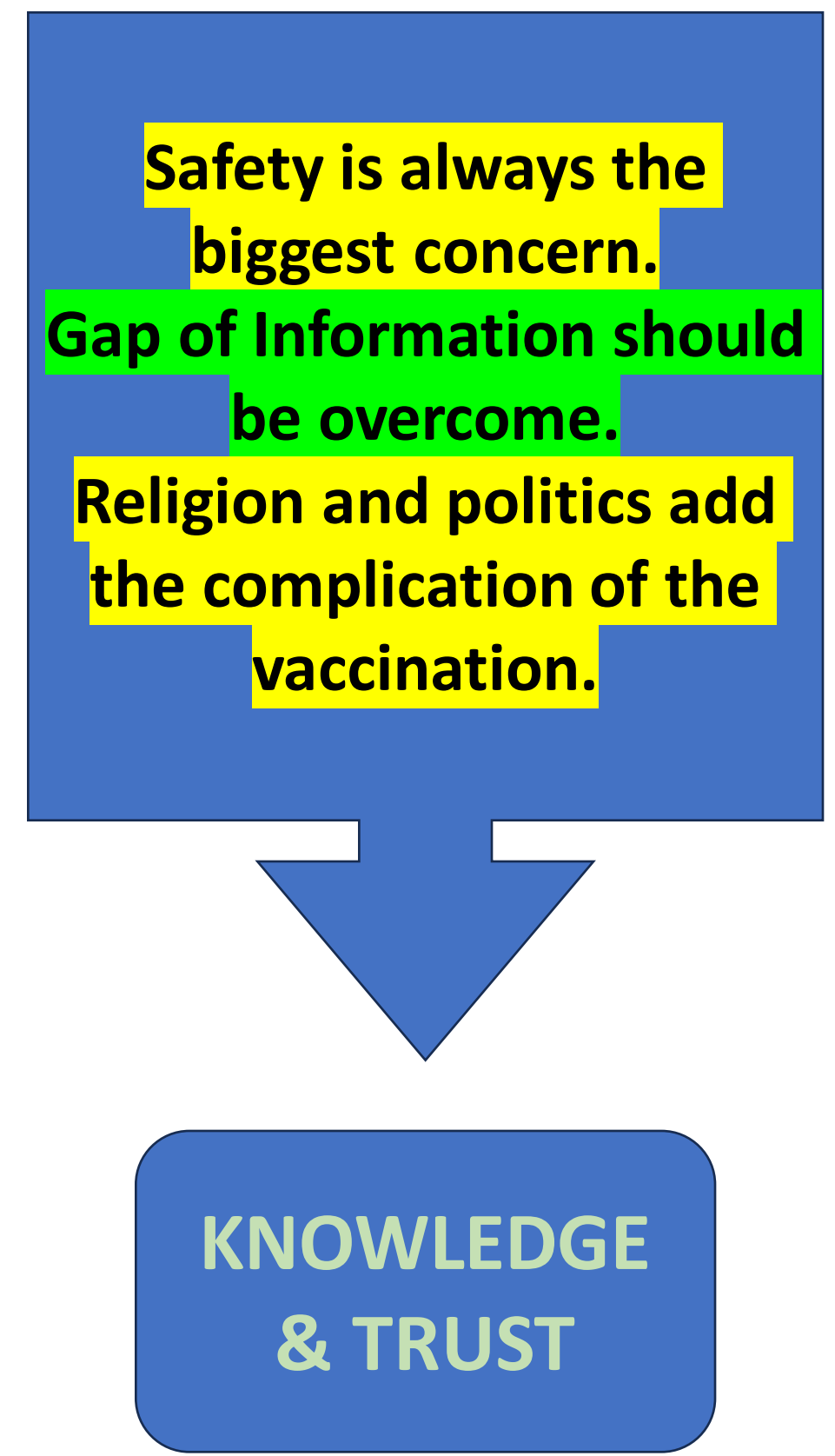
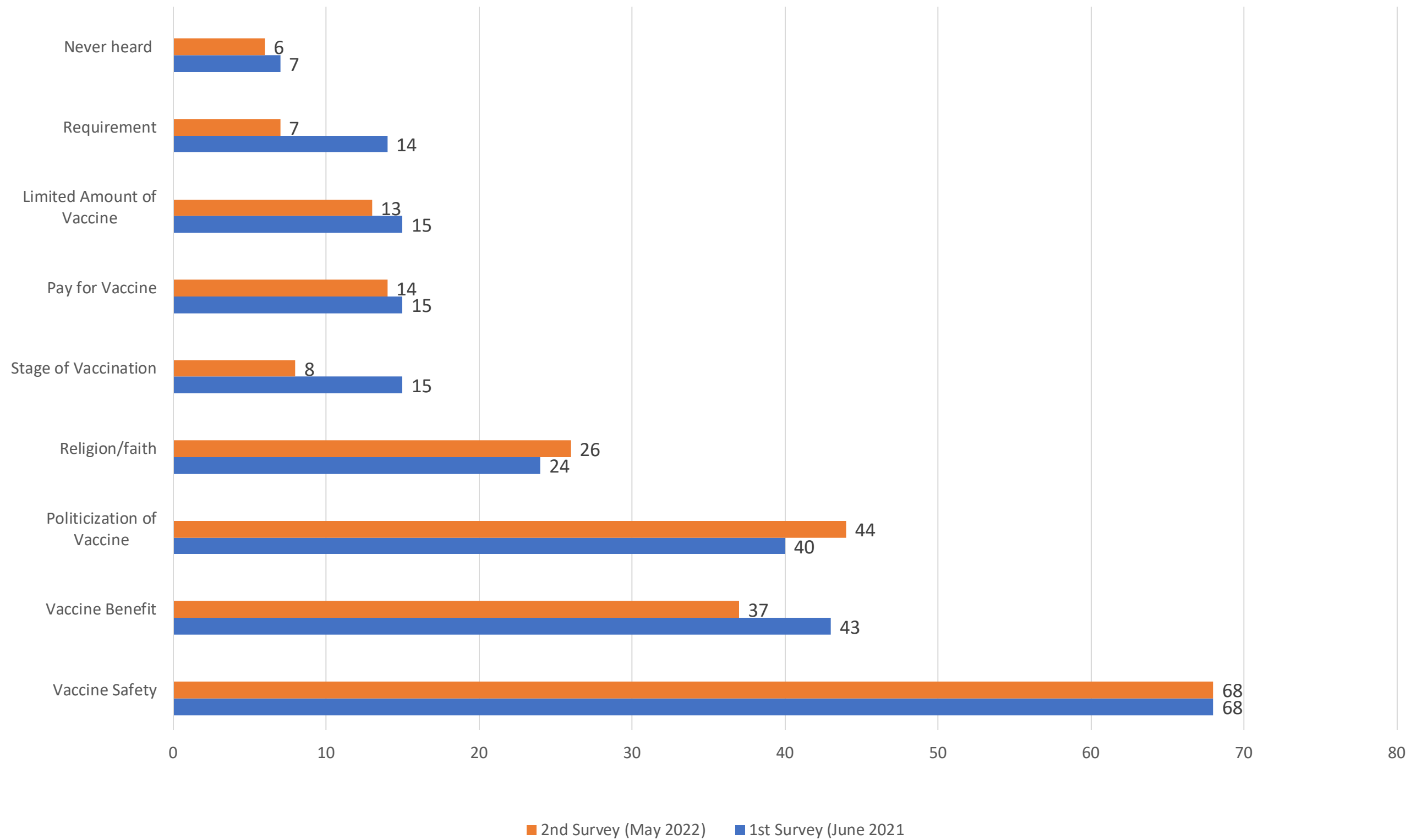
A new study from a peer reviewed
Swiss journal: Covid Vaccine
affected male fertility. Combined
with official data from Jakarta: the
drastic decreased of birth rate after
vaccination begun. @GratisTerbaik
(Twitter)

AUGUST 2022:

Booster moment

Stop vaccination!
There's evil motive
behind repeated
vaccination (economy,
politics, depopulation
agenda, etc).

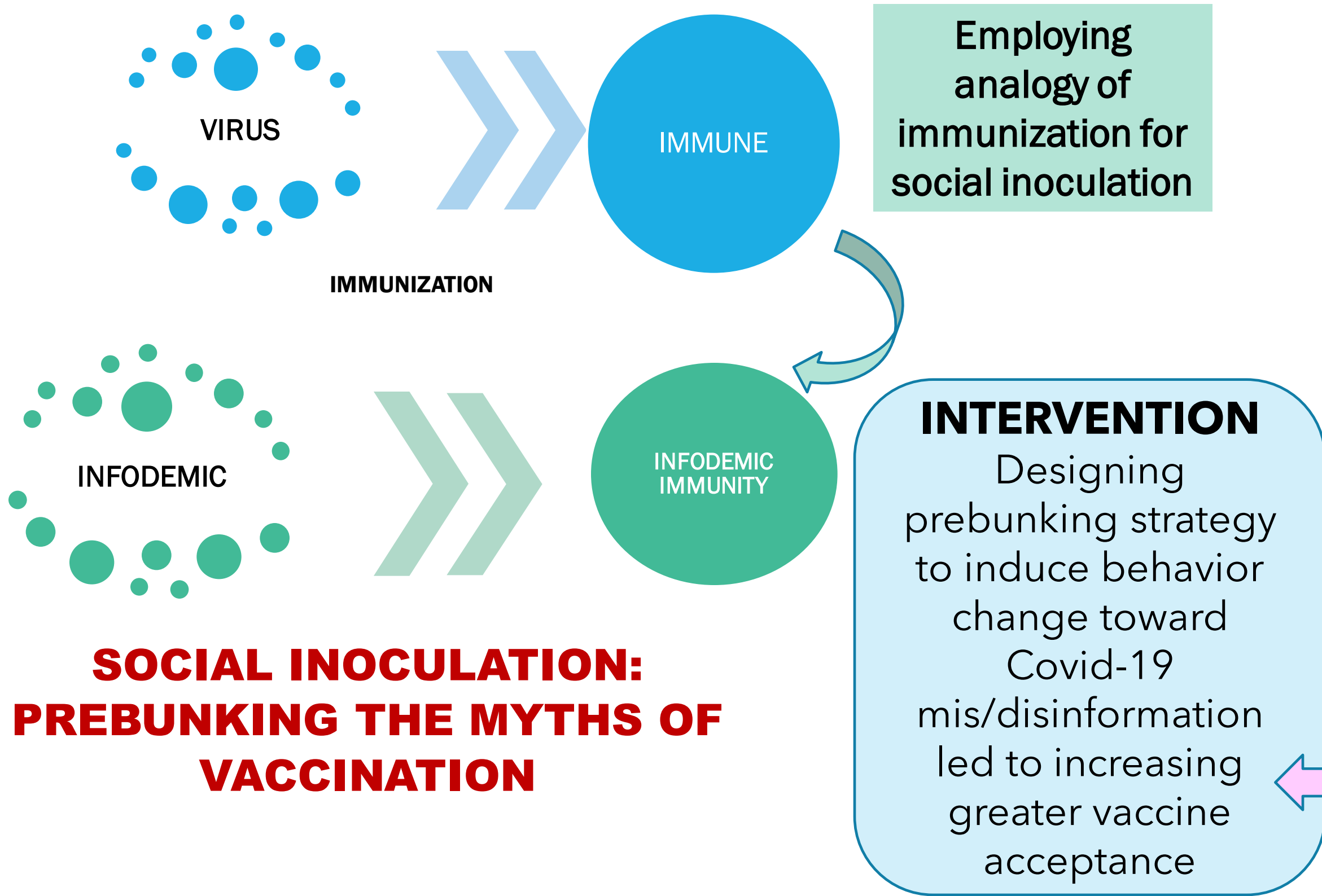
What kind of C-19 Vaccine Rumour You've Ever Heard?



Social Inoculation 2.0 research (2020 – 2022):
Behavior Toward Vaccine

SOCIAL INOCULATION 2.0: INOCULATION – PREBUNKING - INTERVENTION

SOCIAL INOCULATION:
Social inoculation works by identifying and deconstructing arguments based on misinformation individuals can build resistance against future misinformation that may lead to adverse risk behaviors



PREBUNKING
debunking a myth before it gains wider traction can reduce susceptibility to taking a hoax or myth at face-value. It's a kind of anticipation before the rumor, hoax, or myth circulated among public.

INTERVENTION: Coordinated sets of activities designed to change specified behaviour patterns

FOGG BEHAVIOR MODEL is a systematic way to think about the factors underlying behaviour change. There are 3 elements converged to change behavior: motivation, ability, and prompt

**SOCIAL INOCULATION:
PREBUNKING THE MYTHS OF
VACCINATION**

Quick Win: Winning the TRUST!

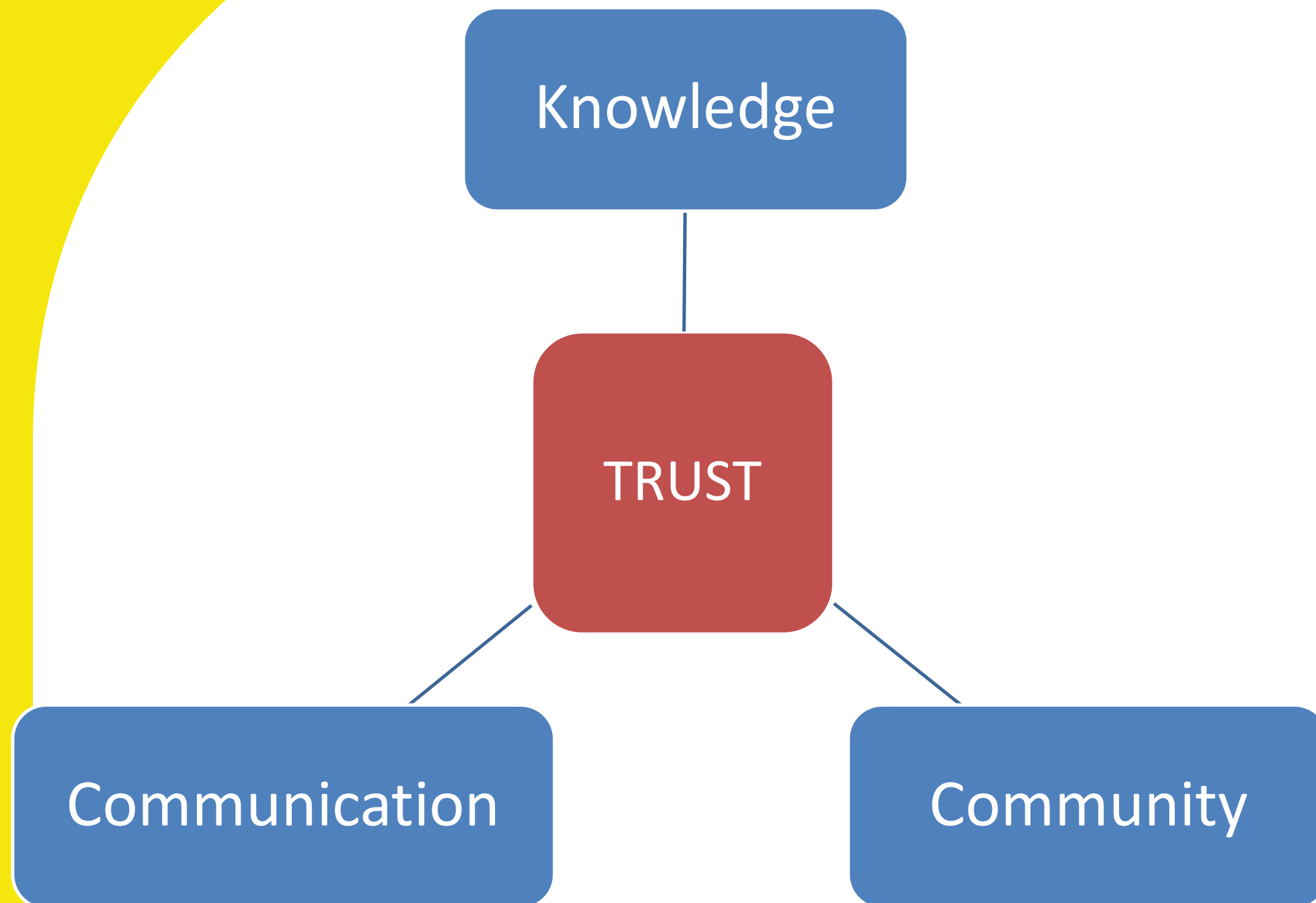
TRUST involves **HOPE, FAITH, CONFIDENCE, ASSURANCE, and INITIATIVE**

DISTRUST related to **FEAR, SKEPTICISM, CYNICISM, WATCHFULNESS and VIGILANCE**

Winning the trust lies in the heart of the information ecosystem between the people → community engagement!



Role play
information
although it see



Challenges:
doing
Prebunking
and
instilling
Trust!

People

- In each community, find the TRUSTED people.
- Seek champions (opening conversations, testimonies, enhancing messages)
- Supplies them with knowledge and information.
- Maintaining relationship – there's always a door, an entry point to open the conversation.
- Enhance the IPC tricks and tips.



“I know nothing about vaccine. My children decided everything for me. Now that I know the information, I want my family hear what I've got from you. I hope they are not carried away with unreliable information
(Elderly, 58 – 77 yro, Bandung)



Hari gini masih ada yang percaya vaksin COVID-19 mengandung microchip dan logam?
TURNBACKHOAXID

Foto: Getty Images

Umm... vaccine transform you as Iron Man???



Message



- Translating SCIENCE is a must.
- Always framing 'positive' change.
- Localize, customize!
- Repeat and deliver it in many ways.
- Maximize media performance.



Tools

- PORTABLE
- EASY TO USE
- UNPLUGGED
- RELATIVELY NO COST!
- FUN & ENGAGING (as a means of REWARDING)
- COVERING GENERAL ISSUE
- CAN BE CUSTOMIZE TO OTHER ISSUE
- Community tools: a kit of IPC cards, freely accessed through community channels, giant snake and ladder for teens and family, gameboard for young people.



THE APPROACH

- Maintain self efficacy in every level.
- Share positive vibes, not fear.
- Seek ways to deliver it with 'fun and engaging' ways.
- Use every possible tools/ media.
- IPC training is the game changer!





Learning to assess audience

Learning to listen

Learning to respond/reacts

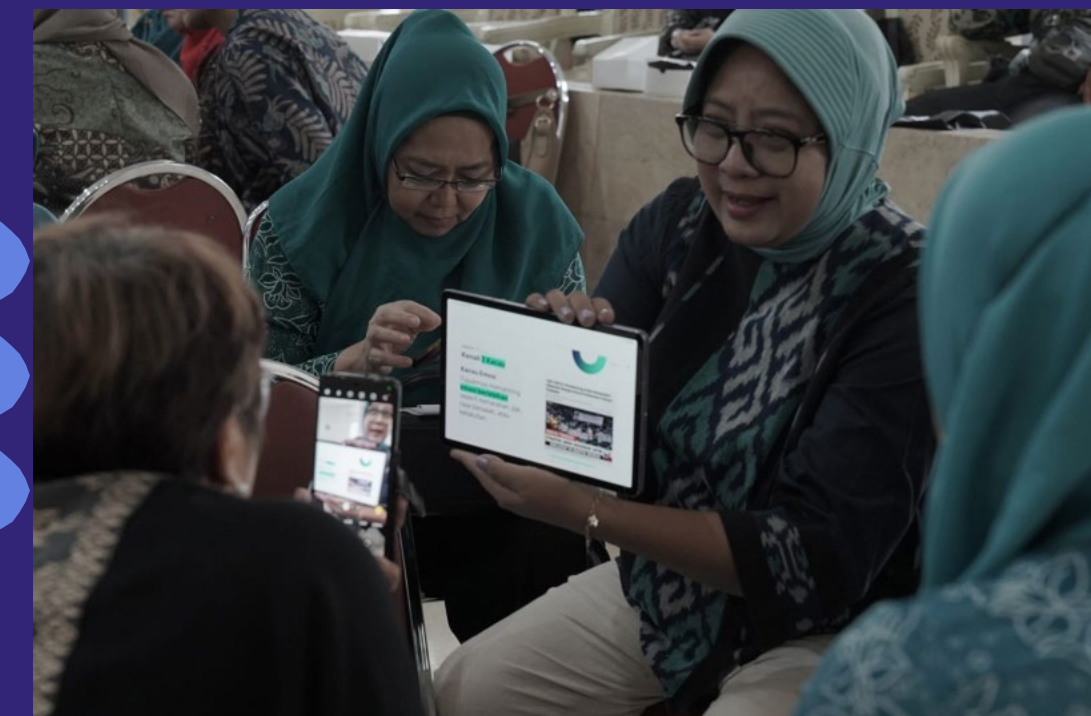
Learning to give a solid confirmation

Learning to bring the commitment

Customizing the approach and build communication strategy

Game, Songs, Poetry, 'Pantun'
Happy vibes everywhere!

IPC is the game changer!





What we've learned so far ..

TRUST is a lifelong investment

KNOWLEDGE is the content

COMMUNICATION is the tools

If DATA is a holy text, then

in COMMUNITY we trust ...



THANK
YOU

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<https://www.mafindo.or.id/>