

# Design Of Measles And Rubella Education Campaign And Prevention

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**Abstract** Nowadays, infectious diseases that reach a 70% increase in the number of cases in Indonesia are measles and rubella which are quite dangerous, because they can cause complications to death. Measles and Rubella are transmitted from the spread of susceptible viruses that occur in children aged 9 months to 15 years and pregnant women. The risk of measles and rubella transmission can be prevented through immunization. One area with a high number of cases of transmission of measles and rubella is Solok city, West Sumatra province, which has reached the level of emergency immunization status, but the issue of the content of illicit substances in the vaccine raises doubts and rejection from the community, so the achievement of immunization in Solok city is low and there was no decrease in the rate of transmission of measles and rubella in 2018, then a design was needed to provide information and awareness to the people of Solok city about the dangers of infectious diseases and the importance of immunization through the Measles Rubella vaccine that is lawful, safe and beneficial. Data obtained by conducting observations, interviews, questionnaires and literature. The results of data analysis will serve as the basis for designing social campaigns so as to facilitate access to information availability and provide awareness to the public in conducting measles and rubella immunization campaigns.

**Keywords** campaign, immunization, measles and rubella, Solok

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## 1. Introduction

Measles and Rubella are diseases with a percentage of transmission reaching 90% and the number of cases that continues to increase. Measles and rubella are two diseases with similar symptoms, namely infections in the respiratory system that cause skin rashes and are prone to occur in children aged 9 months to 15 years and pregnant women. The danger of measles and rubella is complications that cause death. A preventative measure and minimizes the risk of measles and rubella transmission are necessary cause of the absence of medicines that can cure this diseases, by measles and rubella immunization through the Measles Rubella Vaccine (MR).

In Solok city in the province of West Sumatra, the issue of illicit substances in the MR vaccine content resulted in acts of rejection from the community, so there was no reduction in cases of measles and rubella. Based on the issue, Indonesian Ulema Council (*Indonesian : Majelis Ulama Indonesia – MUI*) produce a *fatwa* Number 33 of 2018 concerning allow immunizations in certain conditions, so it makes Solok city's status as an emergency to do the immunization. Lack of socialization of measles and rubella immunization programs and public knowledge of the dangers of the diseases is the factors that's still a rejection from the community, so, how to design an effective campaign? it requires a campaign design through rational and cultural approaches, namely information dissemination

about measles and rubella and prevention through halal and useful immunization.

## 2. Theoretical Background

Campaign as a series of planned communication actions with the aim of creating certain effects on a large number of audiences carried out continuously in a certain period of time (Venus, 2004: 7). The campaign has functions and purposes as (1) campaign can change people's mindsets, (2) implementing efforts in achieving campaign goals by arousing public awareness of certain issues, (3) business development by persuading audiences to buy or use the products, and (4) to build a positive image. The design of educational campaigns is included in the types of campaigns of Ideologically or cause Oriented Campaigns that refer to the purposes of the dimension of social change and understanding to deal with social problems through changes in public attitudes and behavior. According to Ostergaard (Venus, 2018: 29), the model in the campaign process starts from identifying problems to an issue identified first, then examines the existing causes so that they become theoretical and scientific, followed by management, design to evaluation accompanied by research on audience. So that the campaign carried out to the stage to influence, that is changing attitudes and behavior of the target audience.

As an important element in the campaign, communication is a form of human interaction that affects each other as a process of delivering messages by the communicator

(message giver) to the communicant (recipient of the message) through the media that can cause certain effects (Effendy, 2017: 10). Communication functions, that are (1) to inform, the collection, process and dissemination of information messages to the communicant, (2) to educate, the means of connecting in conveying knowledge so that it is more easily understood by the public with even distribution, (3) to entertain, means entertainers who can attract interest and curiosity, and (4) to influence, which can influence the mindset and lead communicant opinion in terms of exchanging ideas and changing behavior or attitudes.

The design of the campaign uses media as a messenger to make an effective communication so as to get the attention of the public with the AISAS strategy (Attention, Interest, Search, Action, Share) and from aesthetics through the approach by Visual Communication Design (Morissan, 2010: 177).

### 3. The Research Methods

#### 3.1. Data

This study uses the methods: **Observation**, which is data collection obtained from direct observation to the object of research (Riduwan, 2004: 14) which is done by observing and recording samples at the Health Office and Elementary Schools of Solok City; **Literature study**, data collection by reading printed media in the form of books, newspapers and magazines also digital media in the form of journals in the provision of ideas with extensive references to strengthen the research perspective (Soewardikoen, 2013: 16) is the excavation of concepts, thoughts and personal experience from the perspective of individuals or related sources. **Interviewees or Speakers** in interviews method were with doctors, health authorities and young mothers; **Questionnaires**, data collection methods by giving a number of written questions about factual data or opinions related to respondents and the problems studied were distributed to 100 or greater as respondents (Sekaran, 2013: 52). Questionnaires were conducted on respondents in the city area of Solok, there are young married couples and pregnant women.

#### 3.2. Analysis

The number of cases of Immunization Preventable Diseases (*Indonesian : Penyakit yang Dapat Dicegah Dengan Imunisasi - PD3I*) is one of the determinants of the health status in a country. *PD3I* with high transmission rates is measles and rubella infectious diseases. Infectious (easily transmitted) measles and rubella viruses make humans as a reservoir. Measles virus (*paramiksovirus*) and rubella virus (*rubella virus*) are infected by free air contamination through physical contact, coughing and sneezing. The age of susceptibility to contracting the measles and rubella virus are children aged 9 months to 15 years and pregnant women in the first trimester which result in miscarriage or birth defects, called *Congenital Rubella Syndrome*. Indonesian Ulama

Council (*Indonesian : Majelis Ulama Indonesia – MUI*) was produce a *fatwa* Number 33 of 2018 in line with the confusing news about the issue of the use of illicit substances in the rubella measles vaccine. It has been stated that this immunization is safe and lawful and is permitted to be used and prioritized for the mandatory immunization emergency area. In 2018, there were 10 regions in Indonesia with an Extraordinary Case (*Indonesian : Kasus Luar Biasa - KLB*) transmission of measles disease, so that it was designated as a mandatory immunization emergency area, one of which was Solok city in West Sumatra province.

The results of interviews conducted with the Head of the Prevention and Control of Disease Section of the Solok City Health Office, Mrs. Dice Farida and Dr. Sri Yulianti, MARS, as a doctor stated that indeed in the last five years measles and rubella were still in the top 10 with the highest number of cases in Solok city. Achievement of immunization in Solok city only reached 33.44% of the 95% target, and Solok city was ranked in the top three for the lowest immunization achievement figures, which certainly affected the reduction of cases of measles and rubella transmission. The launching of rubella measles immunization carried out by the Solok City Health Service failed to be realized because it coincided with the widespread issue of the rubella measles vaccine. Admittedly the lack of campaigns, the dissemination of information and invitations to the public triggered the existence of acts of rejection from most of the community.

Target audiences are young married couples aged 22-37 years who have children aged 9 months to 15 years and pregnant women in the Solok city, do require the procurement of an immunization campaign through the design of printed media and online media. This makes it easier for them to get information regarding measles and rubella and their immunization. The design of the campaign certainly can provide information, persuasion and awareness to the public about the dangers of measles and rubella and immunization as a safe and useful preventive measure. With the design of the campaign can lead public opinion which is also carried out a cultural approach from the local community so that there is an attachment to the audience.

### 4. Result And Discussion

Measles and rubella are diseases with high transmission rates and has dangerous complications that cause death. Procurement of immunization programs as a preventive measure for transmission and reduction efforts from increasing rates of disease cases are very important to do. The Solok city with low immunization achievements and the number of cases of transmission that continues to increase, make the status of this city as an immunization emergency status, which means that an immunization program is required. The local health and government agency does require an educational campaign on the dangers of measles and rubella also immunization to married couples aged 22-37 years who have children aged 9 months to 15 years and pregnant women. The response of people who reject im-

munization without knowing complete information is considered as a form of lack of awareness and understanding of the danger of the diseases or immunization itself.

The use of visuals in this design prioritizes the principles of unitary design, proportion, balance and focus (emphasis) carried out with a cultural approach so that the campaigns have a distinctive characteristics. By doing the design in accordance with the analysis of audience segmentation, it is expected that the media designed and the information in it can be conveyed well, so that the main objectives of this campaign are able to change the attitude or behavior of the audience can be achieved.



Picture 1. "Aksi Solok Sehat" Campaign's Logo



Picture 2. Brochure



Picture 3. Poster



Picture 4. Instagram



Picture 5. Facebook

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## 5. Conclusion

The purpose of designing an education campaign on measles and rubella and its prevention through immunization is to provide information with a cultural approach, so that it can increase the understanding and awareness of the people in Solok city against the dangers of infectious diseases and the benefits of preventing them through halal and safe immunization. So that it can reduce the rate of transmission of measles and rubella which makes the generation of the Solok city become healthier, smarter, more productive and protected from the threat of infectious diseases .

In maximizing the implementation of this campaign, it must be carried out continuously through collaborating with relevant parties so that it can facilitate problem solving..

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