

## **COMMUNICATION STRATEGY OF THE IMPORTANCE OF VACCINATION USING SOCIAL MEDIA & PUBLIC RELATIONS A CASE STUDY AT BFM**

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*Abstract—The purpose of this study is to build the value of public health in Indonesia about the importance of vaccination using social media strategy and public relations through the integrated social media strategy which lead to be the hub for all BFM's corporate communication processes which related to vaccination towards all the stakeholders through the proactive, conversational and participative approach ; Develop the social media program in order to raise the corporate image of BFM by leveraging the great performance and achievement of the company within vaccination ; Build the system of communication model for sustainability implementation. The methodology of this research was qualitative method, the surveyed with the direct research, interviews and research study towards the routine communication activities. Interviews were conducted in order to check the main issue to implement the integrated communication system and also building the communication model. The result of this research confirmed that the existing communication problems are low awareness and negative perception about vaccine. Some of the implication practices gave the specific recommendation, such as the integrated social media through the content management which combined with public relations activities.*

*Key Words: Vaccine, Social Media, Value, Public Health, Situation in BFM*

### **1. Introduction**

Health is global issue of every country in the world, all of 193 United Nations member states and at least 23 international organizations have agreed to achieve Millennium Development Goals (MDGs) by the year 2015; MDGs that is eight international development goals which were officially established by United Nations in 2000. The goals are shown in this figure:



Figure 1. MDG's

Source:[http:// www.un.org/millenniumgoals/](http://www.un.org/millenniumgoals/)

In corelation with MDGs, the focus on number 4 which is to reduce child mortality through the eradication of infectious diseases and the decrease of children illness. In 2010 World Health Organization (WHO) reported that immunization can save 2 to 3 million lives each year. This fact definitely assured that prevention is better than cure.

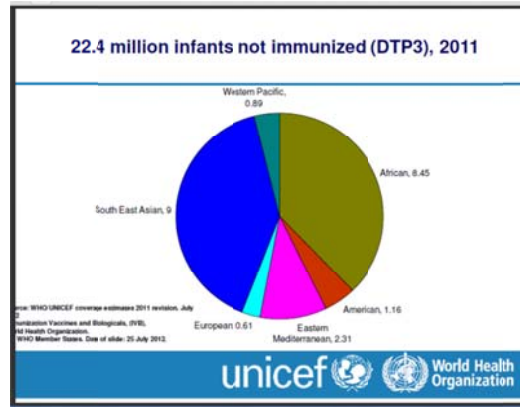


Figure 2. 22.4 million infants not immunized  
Source: [http:// www.who.int/gho/immunization/en](http://www.who.int/gho/immunization/en)

The figure above was derived from [www.who.org](http://www.who.org) and stated that 22.4 million children were estimated to not being reached by routine immunization services. mostly lived in less-developed countries and missed the three basic vaccinations (DTP3) during their first year of life in 2011. More than 70% of these children live in ten countries (Afghanistan, Chad, Democratic Republic of the Congo, Ethiopia, India, Indonesia, Nigeria, Pakistan, Philippines, South Africa) about half of them live in three countries: India, Indonesia and Nigeria.

Table 1. Indonesia Immunization Coverage ; Source: [http:// www.who.int/whosis/](http://www.who.int/whosis/)

| BASIC IMMUNIZATION                     | 2011 | 2010 | 2009 | 2008 | 2007 |
|--|------|------|------|------|------|
|  | %    | %    | %    | %    | %    |
| Measles                                | 89   | 89   | 82   | 80   | 82   |
| Hepatitis                              | 63   | 63   | 62   | 62   | 74   |
| Diphtheria, Tetanus & Pertussis (DTP3) | 63   | 63   | 62   | 58   | 72   |
| BCG                                    | 82   | 82   | 78   | 77   | 84   |
| Polio                                  | 70   | 71   | 67   | 75   | 72   |

Table 1 shown that the immunization coverage of Indonesia which does not reach the target given by WHO for about 90%. The fact that BFM is a company which owned by Indonesian government, where the company is a major polio vaccine supplier for the world, but the polio immunization coverage in Indonesia itself is still low compared to the other countries. The production capacity of BFM now is prioritized to fulfill the local needs of immunization such as the routine governmental programs and also the private sector (hospitals, distributors). The rest of capacity is exported to some countries through WHO, UNICEF and bilateral agencies. The current composition is 40% to fulfill the local needs and other 60% to be exported.

Table 2. Regional Data Polio Immunization Coverage  
Source: [www.who.int/immunizationmonitoring/](http://www.who.int/immunizationmonitoring/)

| WHO Region      | 2011 | 2010 | 2009 | 2008 | 2007 |
|-----------------|------|------|------|------|------|
|                 | %    |      |      |      |      |
| Africa          | 76   | 78   | 75   | 71   | 70   |
| Americas        | 93   | 93   | 93   | 93   | 93   |
| South-East Asia | 74   | 74   | 74   | 75   | 73   |

|                       |    |    |    |    |    |
|-----------------------|----|----|----|----|----|
| Europe                | 94 | 95 | 95 | 96 | 96 |
| Eastern Mediterranean | 83 | 85 | 82 | 82 | 85 |
| Western Pacific       | 96 | 96 | 97 | 97 | 92 |
| Global                | 84 | 84 | 83 | 83 | 82 |

Vaccination is quite important, according to WHO data, around 194 developed countries or the developing countries conduct routine immunization towards children. In Europe, routine immunization is conducted within 43 countries, US in 37 countries, Australia and surrounding in 16 countries, Africa in 53 countries and Asia in 48 countries. (source: [www.devinfo.info/immunization/](http://www.devinfo.info/immunization/) .

Immunization is more practical, because it can raise the specific immunity of the babies and children quickly. After the immunization process, the specific immunity of the babies and children will be formed within 2-4 weeks to fight against the bacteria or toxic. Breast milk giving, nutrition improvement, healthy life style and the environmental hygiene can help to reduce the disease infection risk, but it hardly takes a long time to fix it than immunization. Therefore, immunization is proven to be faster in increasing the specific immunity of babies and children to kill the bacteria and toxic.

The vaccination program is quite important in order to improve the quality of nation's life especially for the young generation. Until now, there are no countries which prohibit the vaccination program or not conducting the vaccination. It means that all the experts and governments in the world are assured that vaccination program is useful and very important in order to reduce the mortality, disability and illness number caused by dangerous diseases, for the sake of the sustainability of the current and future nation's generation. Vaccine used in the immunization program in Indonesia is made by BFM. The quality of BFM's vaccine is always been controled by WHO and declared to be safe and effective to use in the whole wide world. Therefore, the vaccine is used by UNICEF to be redistributed to destination countries such as: Malaysia, Pakistan, Bangladesh, Egypt, Iran, Jordania, Lebanon, Afganistan, Turkey, Libya, Kuwait, Syria, Nigeria, India, Philipina, Vietnam, Cambodia, Korea, China, etc.



Figure 3. Vaccine Distribution  
Source: internal data BFM

**Objective**

The purpose of this study is to build the value of public health in Indonesia about the importance of vaccination using social media strategy and public relations with the detail information as follow :

1. Build the integrated social media which lead to be the hub for all BFM's corporate communication processes which related to immunization towards all the stakeholders through the proactive, conversational and participative approach.
2. Develop the social media program in order to raise the corporate image of BFM by leveraging the great performance and achievement of the company within vaccination.
3. Build the system of communication model for the sustainability implementation.

### BFM Profile

BFM is a state owned enterprise which all of its stock owned by Indonesian Government. According to the history of the only Vaccine and Antisera producer in Indonesia, the company was established with the name *Parc Vaccinogene* in August 6, 1890, after having more than 10 times of name changing, 3 colonial periods, and 3 times place moving, at the end of 1997 until now it was changed into BFM which located in Jl. Pasteur No.28 Bandung – Indonesia. The Factory is in Bandung with 91,058 m2 area which used for production facility, research and development, marketing and administration ; and also there is a supporting facility for animal breeding laboratory in Cisarua Lembang, with 282,441 m2 area.

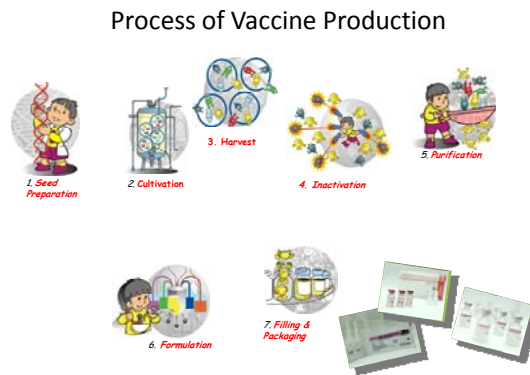


Figure 4 shown the process of vaccine production, there are 7 step in general that is, #1. seed preparation, choose the best seed to be cultivation in media #2. Cultivation, cultivate the seed in media, #3 harvest process for industrial scale, #4. Inactivation is virus and bacterial an attenuated (weakened), #5. Purification result is bulk, #6. Bulk will formulated in one antigen such as polio, or combine 2, 3 or 4 such as Difteri, Pertusis, Tetanus, #7. Filling and packaging and finally distributed to the market.

### Unit of Issue

This final project focuses on the communication strategy to re-educate and socialize the importance of vaccine as the nation health stronghold through the communication activities. Public Relations Department under the Corporate Secretary Division. There are three main responsibilities in Public Relations Department; there are Internal Communication, External Communication and News & Information Management.

In order to educate and socialize the importance of vaccination to increase the Corporate Image, the role of public relations has changed, the reputation management now develops to become the online reputation management, by improving the brand image via social web, clarification of the organization's purpose and value and direct communication with the public.

The implementation of social media integration for Public Relations is the campaigns of education and awareness towards immunization.

### **Business Issue**

The more increasing the vaccine needs of the other countries, BFM possess some internal problems in managing the consumers for the local market in Indonesia, the problems are as follows: People's perception about vaccine The challenge in building the health value of Indonesian people. From the review of social media activation and the activation held by the group of anti vaccine movement, the challenges that BFM faced are :

Misleading knowledge about BFM. Public tends to have the perception that BFM is a pharmacy company which manufactures medicines. Information and Education about the importance of vaccine are minimum, whereas BFM is a global player for vaccine. There are rejections by some people about vaccine, and people tend to have the perception that vaccine can cause paralyze and is not suitable with Islamic Syaria within the internet an) social media (Blog, facebook, twitter)

Market Competition, to compete the international brands in Indonesia's market

Asian free trade (AFTA)

Some people conduct black campaign in social media to refuse vaccination and anti-vaccine movement

The responsibility of the importance of vaccine education and socialization cannot be conducted by the government (Health Minister) alone, but BFM also participates to conduct some efforts and the communication strategy to support the following governmental program. BFM should build the right communication model related to the current condition of Indonesian people and also the trends of communication channel use. BFM also needs to conduct the innovation in a form of the integrated communication system which is a combination from the online and offline activities. Health information should be more disseminated by BFM which has changed as social context of the internet has emerged as a powerful tool for educate and socialize the importance of vaccination and in the health field in general.

### **Literature Study**

Public Relations at several health organizations, such as at The World Health Organization, The Centers for Disease Control and Prevention (CDC) USA are beginning to use social media to communicate with their audience. Social media tools are powerful channel to reach target audiences with strategic and effective.

There are some definitions about social media from the experts:

"Social media includes the various online technology tools that enable people to communicate easily via the internet to share information and resources. Social media can include text, audio, video, images, podcasts and other multimedia communications" (Alison Doyle, 2010)

"Social media is a type of online media that expedites conversation as opposed to traditional media, which delivers content but doesn't allow reader/viewers/listener to participate in the creation or development of the content" (Susan Ward, 2009)

Based on [www.wikipedia.com](http://www.wikipedia.com), Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of web 2.0 that allow the creation and exchange of user-generated content refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

Andreas Kaplan and Michael Haenlein furthermore state that social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content

**Social Media in Indonesia**

Internet users in Indonesia rapidly grow in a short time. According to survey of Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) published in [www.antaranews.com](http://www.antaranews.com) the total number of internet users in 2012 reach 63 million people, whereas there were only 1 million users in 1999 in Indonesia.

Internet users grow along with the growth of social media users in Indonesia such as facebook, twitter, blog and many other social media which grow rapidly. Related to the semiocast online data, Indonesia holds the 5<sup>th</sup> position among 20 twitter user countries.

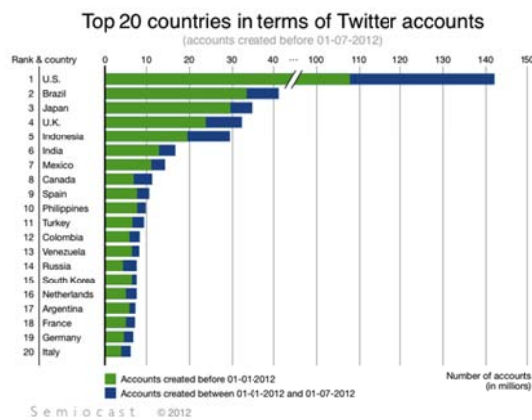


Figure 5. Top 20 countries in terms of twitter accounts  
Source: <http://semiocost.com>

There are many effects that developed from internet usage. According to Nielsen, in the site. At the same time, the total time spent on social media in the U.S. across PC and mobile devices increased by 37 percent to 121 billion minutes in July 2012 compared to 88 billion minutes in July 2011.

**Research Method**

There are two research methodologies within this research design, namely qualitative and quantitative method. Each of the methods has its own way and rule to be conducted. In accordance with the purpose of this research that is to gain the alternative business solution and the determination of the concept or new ideas for communication of the importance of vaccination using social media strategy and public relations. hence, the chosen research methodology is the qualitative / explorative one. While for data collection, use personal interviews.

The distinguishing feature of personal interviewing is face to face communication between respondent and interviewer, with poses problems of bias and error, as well as offering flexibility and control.

The presence of an interviewer offers the opportunity for varying degrees of structure, for instance, question might be open-ended to allow the respondent to answer in his or her own words, without the constrains of predetermined optional answers in closed questiones, and the interviewer can ask the respondent to expand on a point with various probing technique.

From the interview survey method choices above, the writer chose the personal interviewing method to acknowledge the view of interviewers of immunization. To make the interview process with the respondents easy, the writer arranged the guidance named "Guidance for Interview" as the attachment. The Guidance for Interview is the list of questions related to the research objective.

After composing the interview guidance, the next step was to determine the respondents for the interview. The respondent selection for this personal interview within the research was conducted by the purposive sampling technique that was a sampling technique based on the writer's concern about the considerably important research units to answer the research question (Sugiono, 2002).

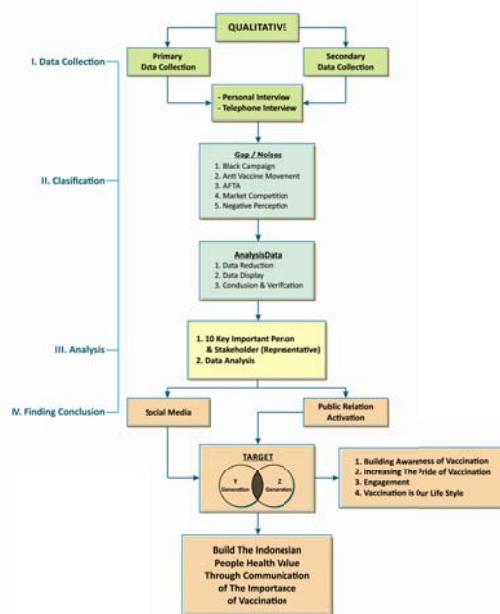


Figure 6. Research Framework

From the interview survey method choices above, the writer chose the personal interviewing method to acknowledge the view of interviewers of immunization. To make the interview process with the respondents easy, the writer arranged the guidance named "Guidance for Interview". The Guidance for Interview is the list of questions related to the research objective. Meanwhile, the interview targets were the representatives of : Public Figure, MUI, IDAI, Islamic Organizations, Midwife Health Activist, Housewife Career Woman, Young Generation, Profession Indonesian Army & Air Force

**Root Cause Analysis**

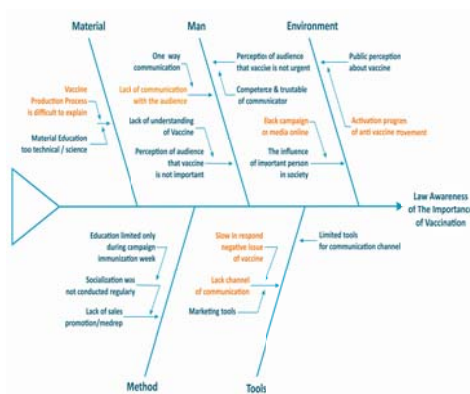


Figure 7. Root Cause Diagram

From the cause and effect diagram above (Figure 20), it could be concluded that the root cause of the problem based on the most interviewee conclude only, there are 5 Main Causes for low of Indonesian immunization coverage, there were Material, Man, Environment, Method and Tools, and sub causes were as follows :

1. Material : many respondents had not yet understood the scientific vaccine production process. Material regarding to vaccine was quite specific that required the gradual education to be easy to understand by public. Generally, the respondents expressed the similar thing. Therefore, the sub cause highlight was provided that the difficulty of vaccine process explanation.
2. Man : Respondents generally expressed that the influencers such as health workers in the shot location namely puskesmas, pos yandu were less acknowledged about the importance of vaccine. Furthermore, from public misleading perspective about vaccination, that vaccine was not urgent and not important. The speakers also stated that vaccine was lack of convincing. Regarding to those reasons, the sub cause highlight was provided about the competence and trustable communicator.
3. Environment : From this aspect, some respondents stated that public perception about vaccine was influenced by black campaign information / news / not trusted activation which were conducted both in online media and activation. The external influence developed from words of mouths which influenced some influencers in certain areas. Public intent to pretty much follow the suggestion from the leader. Therefore, the sub cause highlight was provided about the existence of black campaign in online media and the influence of important person in society.
4. Method: In relation with the communication method about the importance of vaccination to public. The communication was basically the obligation of government through the health ministry. According to the respondents, the communication was limited on the additional immunization campaign and also the handling method of some cases in media on the post immunization occurrence received a slow response from the government so public did not completely acknowledge the information and there were doubts on it. Therefore, the sub cause highlight was provided on the limited education only on the campaign period and slow response of the negative issue on vaccine.
5. Tools : In relation with the this aspect, respondents also expressed that the relation with the limited communication tools/media and the selected communication channel and marketing tool was only one way direction that was by the television and printed media, so public were not able to directly communication. Therefore, the sub cause highlight was provided on the used one way communication tools that led to no conversation occurred.

### **Discussion**

In relation with the purpose of this research that is to build the value of public health in Indonesia about the importance of vaccination using social media strategy and public relations with detail information as follows:

Build the integrated social media which lead to be the hub for all BFM's corporate communication processes which related to immunization towards all the stakeholders through the proactive, conversational and participative approach.

Develop the social media program in order to raise the corporate image of BFM by leveraging the great performance and achievement of the company within vaccination.

Build the system of communication model for the sustainability implementation.

In relation with the discussion result during the interview, there are 3 (three) important suggestions as follows:

There should be education towards public about the importance of vaccine as the disease prevention. Media should deliver right information about immunization, especially the media which is cheap and easy to access with internet (social media).

There should be events which support the information spreading for various backgrounds, especially

for young generation and young mothers.

As for the upcoming targets within today's communication building in Indonesian people health value building and also in the future are the Y and Z generation.

Why should be Y generation? They were selected because they were apparently parents with children who were able to have the influence in the decision-making related to health and the importance of vaccination.

Why should be Z generation? They were selected because they were apparently the active young generation in socialization and communication that have the chance as the revolution agents in delivering the accurate information about health and the importance of vaccine.

**Business Solution Alternative**

Based on the problem identification in the previous chapter, BFM should build the integrated communication system which is a combination from the online and offline activities. BFM should disseminate more about health information which has changed as the social context of the internet has emerged into a powerful tool to educate and socialize the importance of vaccine and health general education. There is an alternative solution that could be offered to BFM in the form of [www.infoimunisasi.com](http://www.infoimunisasi.com) as social media integration to educate the importance of vaccination:

- Law awareness and negative perception about vaccine
- Challenge in building Indonesian people health value

Build the integrated social media which lead to be the hub for all BFM's corporate communication processes which related to immunization towards all the stakeholders through the proactive, conversational and participative approach. ; Develop the social media program in order to raise the corporate image of BFM by leveraging the great performance and achievement of the company within vaccination.; Build the system of communication model for sustainability implementation. ; The alternative solution is by implementing the whole integrated social media of BFM. Below is communication model as a business solution alternative.

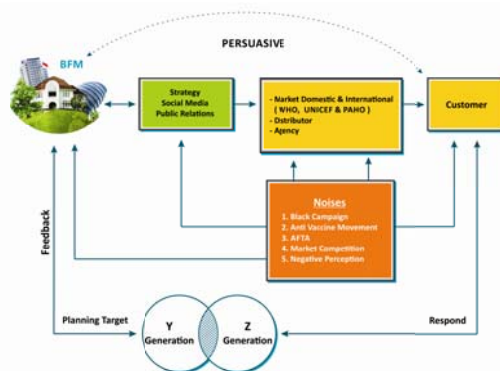


Figure 8. Communication Model

Source: Herry Hudrasyah

**Planning Implementation**

The implementation plan of social media strategies is aimed to increase the awareness among its target markets. One of the methods that can be used is by maximizing the efforts of the public relations and creating events. Promotion must be supported by integrated communications towards its target market. In that case, public relations used the internet based online media such as social media which might be the suitable channel to increase the awareness about the importance of vaccination.

Table . Daily activities of twitter

Source: internal data PR-BFM

| TIME  | ACTIVITIES                  |
|-------|-----------------------------|
| 8:00  | Daily Greetings             |
| 8:30  | Motivational Tweets         |
| 9:00  | Info Imunisasi              |
| 9:30  | Referral Tweets             |
| 10:00 | RT's and Reply's            |
| 10:30 | RT's and Reply's            |
| 11:00 | Suggest to join FB/TW& BLOG |
| 11:30 | Motivational Tweets         |
| 12:00 | Info Imunisasi              |
| 12:30 | Cool2School Info            |
| 13:00 | Mid Day Greetings           |
| 13:30 | Picture Tweets              |
| 14:00 | RT's and Reply's            |
| 14:30 | RT's and Reply's            |
| 15:00 | Info Imunisasi              |
| 15:30 | Cool2School Info            |
| 16:00 | Motivational Tweets         |
| 16:30 | Video Tweets                |
| 17:00 | Referral Tweets             |
| 17:30 | Afternoon Greetings         |
| 18:00 | Info Imunisasi              |
| 18:30 | Cool2School Info            |
| 19:00 | RT's and Reply's            |
| 19:30 | RT's and Reply's            |
| 20:00 | Suggest to join FB/TW& BLOG |
| 20:30 | Info Imunisasi              |
| 21:00 | Motivational Tweets         |
| 21:30 | Goodnight Greetings         |

Table 5. Daily Pattern for Twitter  
Source: internal data PR-BFM



Figure 9. target of follower  
Source: internal data PR-BFM  
**Implementation Strategy**

The twitter account of BFM named @infoimunisasi provides information about health which related with immunization, infectious disease, education children health and the important information about family.

The health information was updated periodically in the not too close intervals. This was designed for the followers of infoimunisasi to be not bored in reading and giving feedbacks for the given information. The interval is once in around 15 minutes to an hour. The comment from public or followers will be directly handled by the unit of Public Relations which provides the health information and disease according to the trusted data and sources.

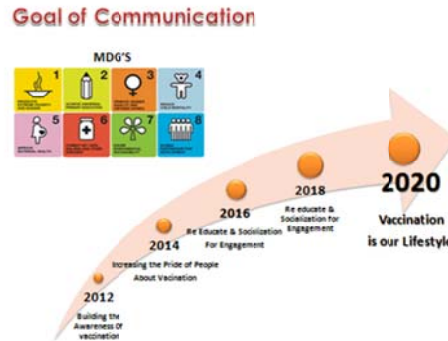


Figure 10. Goal of Communication

Alignment with the limitations of the research, there are some opportunities for further research to be focused on: The effectiveness of the online PR activities in increasing the awareness which affect the vaccine products selling, especially for the private sectors ; The research on people's behaviour for any changes of belief that vaccine is very important as the efforts to prevent infectious and deadly diseases; consider analyzing content of social media strategy ; measurement of the effectiveness of online PR Activities in increasing awareness have correlation / effect to create demand for private sectors ; The research on people behavior for any changes of believe "Vaccine as a lifestyle" ; also for Future research should also consider sampling a larger variety.

### Conclusion

In conclusion, communication strategy of the importance of vaccination using social media and public relations are very important in order to build public health value of Indonesian people. Correlations with the research objective there are to fix people's perception about the importance of vaccination as the nation's health stronghold, which aim not to weaken young generation; to fix the widely spread misleading information about vaccination through social media use; to re-educate people about the importance of vaccination.

Principally the research able to answer the research question that are the strategy is implementing persuasive communication based on Communication Model proposed ; using the tools is social media with implementing content management & monthly campaign strategy; and the strategy is Combination of social media & PR both online & offline activities. For implementation that practical implications are divided into three planning such as short, medium and long term and propose yearly investment for execution, each planning are relevant to the goal of communication in the year 2020 to achieve vaccination as our lifestyle. There are need of commitment from Management of BFM and also need a guidance and regulation from the government that to achieve the goal should support with rule and regulation related with vaccination .

Currently there are already Law of The Republic Indonesia Number 23 of 2002 About Childern Protection Article 4 and 8. There is a legal consequence for parents that not taking their childern to immunize. Within this law, society could undersrtand if the inflant does not get the immunization they will not have a specific protection to disease, easy to infected by dangerous disease, died or disabilty, become source of disease to other babies and harming their enviroentment, and parents noticed the threatened sentence.

Indonesia need legal instrument if parents neglected child rights. In the future required an effort to create new regulation, for example in form immunization card that can be use as requirements to enroll to every school level. The same thing also required to all the pilgrims Haj and Umrah should get "yellow card" for meningitis vaccine to get visa.

Based on the conclusion of this research, some recommendations could be made in order to improve communication model for social media and public relations. Other recommendation is implementing content management for sustainability of social media management. This study has attempted to discover strategic of social media in communication of the importance of vaccination and health information. This study found that social media is have the potential to inform public relations practitioners' media strategy today. However, the study did have notable limitations and points to numerous future research opportunities.

Finally, important to remind that vaccine are very important in the effort of saving human's life is the highest mission & value; vaccination trust makes people healthy and valuable, because having the perfect health, avoided from infectious diseases and disabilities, we encourage everyone to participate in vaccination program to build the indonesian people health value through communication of the importance of vaccination for nation's stronghold, healthy generation, now and the future.

#### **Recommedation for Futher Research**

Alignment with the limitations of the research, there are some opportunities for further research to be focused on: The effectiveness of the online PR activities in increasing the awareness which affect the vaccine products selling, especially for the private sectors ; The research on people's behaviour for any changes of belief that vaccine is very important as the efforts to prevent infectious and deadly diseases; consider analyzing content of social media strategy ; measurement of th effectiveness of online PR Activities in increasing awareness have corelation / effect to create demand for private sectors ; The research on people behavior for any changes of believe "Vaccine as a lifestyle".

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