

# The Impact Of Digital Education On Vaccination Covid-19 In Tawangrejo Communities Through Facebook

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## Abstract

This research examines the impact of digital vaccination education in controlling the spread of Covid-19 in the Tawangrejo village community with Facebook. It was conducted to review the use of social media for education as a result of cultural acceleration. At this time people prioritize efficiency and also practicality in living life. Facebook social media was chosen in this study because Facebook can be accessed by anyone. Unlike with other social media, a person can directly access the information that is available and they need without having to wait for someone else to tell them. The social media used is Facebook. This research aims to describe the impact of digital education on vaccination in controlling the spread of Covid-19 in the Tawangrejo village community using Facebook. This qualitative research used phenomenological approach. The informants were determined by purposive sampling method. Paul Virilio's dromology theory was used. This theory examines how everything is measured at speed, including the speed of information. In addition to the dromology theory, William F. Ogburn's social change theory was applied. The results of this research are (1) social media provides efficient and instant education regarding Covid-19 vaccination, (2) the public does not have the same speed in receiving information, and (3) digital education has both negative and positive impacts.

**Keywords:** Facebook, Covid-19, Education, Vaccines.

## INTRODUCTION

Covid-19 has spread throughout the world and has an impact on almost all aspects of life. That is why it is necessary to control it. Covid-19 is a disease caused by the SARS-coV-2 virus and is an infectious disease (Covid19.go.id, 2022). The Indonesian government has taken various measures to prevent the spread, one of which is vaccination. The Covid-19 vaccination is not a straightforward process. Education is needed for the community to accept and understand the benefits and impacts of vaccination. Education can be done in several ways, one of which is via digital media. Some people in Tawangrejo Village use

Facebook as their medium to get information about vaccinations and Covid-19. Facebook is one of the most accessible social media for the public. In this social media, various activities can be done, from interacting with friends, joining groups, sharing information, seeking information, to sharing works.

Actions that can be taken to prevent the spread or reduce the risk when infected with Covid-19 are vaccinations. Vaccines are products that can train the body to make antibodies by making the immune system stronger and forming resistance to certain infections. Vaccines have been evaluated for their safety. Vaccines are declared harmless because they are made

from weakened bacteria or viruses (WHO, 2021). As of January 18, 2022, around 60% of the world's human population has received at least one dose of the Covid-19 vaccine (Ourworldindata.org, 2022). Meanwhile, Indonesia people who have been vaccinated against Covid-19 are at least 177,259,377 of the total target of 208,265,720 (Covid19.go.id, 2022). Meanwhile, in Central Java until October 2022, people who have received the first dose of vaccination have reached 56% of the total target of 28 million (Jatengprov.go.id, 2021). Vaccination activities in Wonogiri are already quite high. Until August 13, 2021, it reached 109,408 people or 12.79% of the target of 855,663 people, but on January 2, 2022, the number of people who had been vaccinated had increased to 808,417 or 94.48% of the target of 855,663 people (wonogirikab.go.id, 2022). Based on the data of the implementation of the Covid-19 vaccination in Tawangrejo Village, Jatipurno District until January 31, 2022, out of 4,413 people, 92.45% have taken the first stage of vaccination while 82.55% have taken the second vaccine (tawangrejo-wonogiri.sideka.id, 2020). This indicates that the Covid-19 vaccination runs well. It cannot be separated from the role of technology.

The rapid development of technology makes information spread quickly too. Today's society can access information anywhere as a form of cultural acceleration. This results in the loss of value to conventional things. Information is growing rapidly through digital media. The current situation is the effect of dromology which causes people to experience a multitasking culture, namely a situation where they can conduct several activities at once. They can access Facebook while doing other things. Now, everything is digital. Humans have to adapt to the conditions during the Covid-19 pandemic where they have to keep their distance from each other to stay safe. Social media can be used for social interaction and health education in people's lives. Social media is also a solution for pandemic conditions that require people to limit time and physical

distance while health information needs to be spread evenly. (Wong et al., 2021). Social media, one of which is Facebook, can be used as a means of education regarding health, especially during the Covid-19 pandemic. Utilization of Facebook as a medium of education will help people to maintain physical distance. Maintaining physical distance is expected to prevent from being contracted or infected with the virus. During this pandemic, people have gradually become addicted to the internet. Based on a survey, internet addiction was reported to occur in 25% of 2,309 respondents from 31 provinces in Indonesia. (Irzal et al., 2020). Fake news and health information are spread in various ways through various social media platforms (Bhatta et al., 2020). Therefore, when receiving information from social media, people must be selective, so they do not become the victims of fake news. News from social media also contributes to spreading false news, creating fear in the community, stress, and mental disorders and leading public opinion (Fouad et al., 2020).

There is a need for collaboration between the community, government, and health institutions to anticipate this misinformation about Covid-19. Related parties should make clarification, conduct real-time monitoring, and give education to the public through social media (Islam et al., 2020). However, social media has two sides, negative and positive; there is true information and false information that is spread throughout the world and can be found by the public (Guleria et al., 2020). Social media users in Indonesia reach 56% of the total population or 150 million people. The use of social media for educational media must be packaged in such a way to be easily understood by the public (Yuniarto et al., 2021). Social media has a positive impact, namely making wider connections so that a person is not limited to interacting with anyone. However, it also has a negative impact because social media is virtual so the users do not provide empathy like real life in society (Clark et al., 2018).

During the pandemic, interactions between community members are limited to prevent the spread of the Covid-19 virus. However, with social media, they can still interact. When social media is used as a health campaign media, the content creators need to consider several things to convey the information to the right target. The choice of language must be communicative so that the message conveyed is received appropriately. Then, the content delivered as a form of health campaign regarding Covid-19 needs to be supported by strong data. The data must be from accurate sources to ensure its validity. During the Covid-19 pandemic, creative and practical digital campaigns can be a good way to increase public participation in preventive actions in dealing with the Covid-19 (Naryoso et al., 2021). Besides being packaged creatively, information must be practical and to the point so that it is not complicated. The government must also play an active role in disseminating digital education media. This requires good cooperation among all parties.

## **METHOD**

This research used qualitative research method. This method was chosen because this research is more likely to be described in words. The data were obtained through interviews, observation, and documentation. Interviews were conducted face-to-face and using social media. Social media features like video calls were used in this research. Then, observations were made on community activities in using Facebook as an educational medium regarding the Covid-19 vaccination. In addition, observations were also made by observing the Covid-19 vaccination process in Tawangrejo Village. Then, the documentation regarding Covid-19 used in this study is a source in the form of a website or Facebook as the reference for the required data. This research aims to examine the impact of digital education on vaccination in controlling the spread of Covid-19 in the Tawangrejo Village community through Facebook.

## **RESULTS AND DISCUSSION**

## **Results**

To avoid false information or hoaxes on social media, people must choose credible sources of information, pay close attention to site addresses, and check facts by validation. Nowadays, people have not encountered significant obstacles when looking for information about Covid-19 and vaccinations on Facebook. Facebook is more common than other applications like WhatsApp because we can only get information about the Covid-19 vaccination on WhatsApp if someone shares it. The stages require a top-down process so it will take quite a long time. Meanwhile, Facebook is more general and accessible to anyone at anytime and anywhere by searching in the search box without having to wait for people to send information to them. The following is some information provided by Facebook regarding the Covid-19 vaccination. People judge social media to be faster to access. They think that the information obtained from Facebook makes them dare to take vaccinations because this information makes them understand more about vaccination and its benefits. Facebook provides complete information about vaccination, from the safety reviews, the benefits, and others. People can spend 3 hours accessing Facebook. The duration is quite long. They can still do other activities simultaneously.

They feel outdated if they do not update their knowledge about Covid-19 and vaccinations because information can change at any time. People can access information about Covid-19 online which allows them to do other activities at the same time. In Paul Virilio's concept, this is called a multitasking culture. People are not only focused on finding information, but they can also do other things. This makes their lives more practical and efficient. This directly supports the government's policy which urges the public to keep their distance from each other to avoid the spread of Covid-19. By accessing information from Facebook, people can keep their distance from each other, do not need to meet, and simply

access information independently in their respective places.

Facebook is considered to provide complete information about vaccination. It provides information that the vaccine has been assessed for safety by doctors and expert scientists before being distributed to the public. Vaccines are developed with high safety standards, so they are safe. Vaccines are one way to prevent infection with the Covid-19 virus. When already vaccinated, a person will reduce the risk of being infected with the Covid-19 virus. It is expected that they are not seriously ill or dead if infected. The Covid-19 vaccine prevents people from being infected with Covid-19 because it does not contain the live virus that causes people to be infected with Covid-19. The side effects of the vaccination are fairly mild, such as mild fever or mild arm pain. It is the only vaccine that has been proven to protect the public against the Covid-19 virus because this vaccine is specifically made. The Covid-19 vaccine has been assessed by involving volunteers from diverse backgrounds, races, genders, ages, and geographies. From this test, it was concluded that the vaccine is effective and safe to be given to everyone. Vaccines are made with a complicated process and involve various tests, so they cannot be made at home. They must also get the approval of doctors and expert scientists before being used.

In this study, the theory used is the dromology theory proposed by Paul Virilio. Dromology is a state where everything is measured by speed, resulting in the disappearance of physical boundaries when dealing with the increasing importance of speed. Space has been replaced by time while material things have been replaced by non-materials. Physical boundaries have been breached by high-level communications (Ritzer, 2012). Dromology comes from the word *dromos* which means race. Dromology also comes from the word *drome* which describes a racetrack or car race. Speed destroys physical boundaries due to rapid technological changes in the form of transportation and

communication. Therefore, there is no difference between the people who live in the village and in the city (Virilio, 1991). There are no boundaries due to rapid technological changes in communication, transportation, and so on (Virilio, 1991). Currently, people live instantly and depend on technology. Physical boundaries can be penetrated by technology. People can get information from various countries and various sources in a brief time. However, this makes humans less concerned with their social environment. People get information instantly by using digital technology. Science and technology are developing very fast. Science has an acceleration and humans are equipped with technology. The difference is the acceleration of technology will measure everything from time efficiency. Humans want an instant process, and it is supported by technology. Facebook provides instant access for the public to find information about Covid-19 and vaccinations. When they type in their keywords, they are immediately directed to a page that reviews vaccinations scientifically and has been verified. This makes their lives more efficient because they do not have to travel long distances or spend a lot of time looking for the information they want.

Dromology causes people to experience a multitasking culture where they can conduct several activities at once. For example, when someone needs information about the Covid-19 vaccination, they can access Facebook while doing other work. Nowadays, everything is digital. Humans must adapt to the conditions where they have to keep their distance from each other to stay safe. People used to receive information conventionally, but now they must adapt and use technology and social media as a means of education. They can get various information about vaccinations through social media. They no longer need to leave the house to buy newspapers because everything is in their hands. Social media as a product of technological progress has been accepted as a medium of education and shifts the conventional way of life. Everyone may have a different speed in receiving information.

In this study, the theory of dromology is supported by the theory of social change proposed by W.F. Ogburn. Cultural changes in one part of the culture may be followed by changes in other parts. Change is unavoidable. William F. Ogburn also introduced the concept of culture lag. In the process of cultural change, people do not have the same speed in absorbing change. Significant technological developments that have resulted in a culture lag in the community are communication tools, the internet, and means of transportation. This causes a tremendous impact in society, for example, in social institutions, traditions, and meanings (F.Ogburn & Nimkoff, 1964). When things do not go as they should, they get disorganized. When culture undergoes change, it does not change at the same time, but some change quickly and some change slowly. Modern technology is the cause of social change. This depends on how the community receives the information. Some people can process and receive information quickly and slowly. The speed of receiving information cannot be generalized because every society is different.

## Discussion

From the observations, the people of Tawangrejo Village are already familiar with Facebook and access it for various purposes, from interacting with other people to finding information. They also use it as a source of information about Covid-19 and vaccinations. Tawangrejo Village has a website to update activities regarding vaccinations conducted. One way to educate about vaccination is through Micro Community Activities Restrictions Enforcement (PPKM Mikro), socialization, and publication of activities. Hoaxes of Covid-19 and vaccinations are spread. To prevent these hoaxes from spreading and making people restless, the village officials anticipate by clarifying that the information is not true and explaining to the people the benefits of the Covid-19 vaccination. The people of Tawangrejo Village who have participated in the vaccination have reached 98% of the total community, which indicates that the

Covid-19 vaccination program in Tawangrejo Village has run well. Social media has a positive impact, one of which is that people can access information to prevent exposure to Covid-19. The obstacle that exists during the implementation of the vaccination is public fear, which is resolved by educating the public that vaccination is a safe process. The Tawangrejo Village officials provides facilities for people who have problems regarding mobility by picking them up or bringing vaccine officers to their houses. The people have sufficient knowledge about the Covid-19 vaccination. They already know its benefits and the impact of not taking vaccinations.

They must be vaccinated to get the immunity against the Covid-19. They have had sufficient awareness and knowledge about vaccination. Socialization about vaccination in Tawangrejo Village is done via social media. People get information from social media, from WhatsApp to Facebook. They get a variety of information, either facts or hoaxes or fake news. To keep the public from being influenced by hoaxes circulating, Tawangrejo Village officials also clarified the news through social media or directly to the community. Vaccination activities in Tawangrejo Village have been considered successful because currently they have reached 98% of the total target. Most of the people of Tawangrejo Village already have adequate knowledge about vaccination; only a small part of the community does not understand the benefits of vaccination. When a community member is afraid to take vaccinations because of a hoax, village officials and community leaders will approach their families first. If there is a community meeting, it will also be socialized. PPKM Mikro also plays a role in vaccine activities in Tawangrejo Village because this program involves the community actively to prevent the spread of the virus in their village. In addition to getting the health impact, people who do not participate in vaccination activities will get an administrative impact because some activities require Covid-19

vaccination. Vaccination activities are voluntary and are conducted by the community consciously.

This research was studied using Paul Virilio's dromology theory. Dromology is a state where everything is measured by speed, resulting in the disappearance of physical boundaries when dealing with the increasing importance of speed. Space has been replaced by time while material things have been replaced by non-materials. Physical boundaries have been breached by high-level communications (Ritzer, 2012). Education about vaccination through Facebook resulted in the disappearance of physical boundaries, where people prioritize speed. When accessing information from Facebook, people do not need to move places or travel that takes a lot of time. They are just in one place and can access information from various regions around the world. Also, they can get information from any period they want. Distance is no longer an obstacle for the spread of information.

Digital education regarding Covid-19 vaccination via Facebook has an impact on the people of Tawangrejo Village. They are educated via this media. This adds to the public understanding of vaccinations, Covid-19, as well as the benefits obtained when participating in vaccinations, including how to prevent the spread of Covid-19 and how to manage when someone is infected. Communication using social media is preferred over direct communication because it is more effective in preventing the transmission of Covid-19. The public considers that this method can be chosen as it can avoid crowds and prevent exposure to the virus. Information from Facebook encourages people to get vaccinated. Through Facebook, people assess that access to information about the Covid-19 vaccination becomes flexible because it can be done simultaneously with other activities. The way people avoid hoax news or fake news is to always seek credible information from government social media accounts, pay close attention to the websites accessed, and the sources of information. Digital education

regarding Covid-19 vaccination has a positive impact on the community; this is evident now on almost 98% of the total target. The speed of culture has both positive and negative impacts on society. The positive impact is the community can get information from various regions more quickly and efficiently. There are no longer physical barriers. However, it also causes hoaxes to spread more easily and quickly. There are no boundaries due to rapid technological changes in communication, transportation, and so on (Virilio, 1991). Technology in the form of the internet and communication media is developing very quickly. Humans no longer need to travel long distances or time. The use of Facebook as an educational medium is inseparable from its practicality. This social media provides a variety of information that reviews Covid-19 and vaccinations. Community interaction uses communication media as a result of rapid technological developments and the loss of space and time boundaries. The effects of acceleration and speed affect educational activities. This can be seen from the change in the way of educating the public from conventionally face to face to virtual interactions. Facebook makes educational activities easier. People no longer need to travel long distances and a long time. Various information is available in one application. The practicality of Facebook is identical to modern society. When we type in the keywords vaccination or Covid-19, we are automatically presented with various information that reviews vaccinations. The public is indirectly directed to see the information desired by the government. The information provided will be updated quickly, making people catching up on information so that they are not outdated.

The emergence of Facebook as an educational medium will change the way of doing education. They simply use Facebook to meet their needs regarding vaccination and Covid-19 education. They do not need to meet other people for information. This way they do not have to make a crowd. This can prevent the spread of Covid-19. People tend to ignore their social environment. Technology is the

cause of changes in society, causing changes in the way of thinking as well. Social change is a common phenomenon in society. With technology, people no longer need to read newspapers to get the latest information. They can simply open their mobile phones anytime and anywhere to easily get information. The development of technology affects people's attitudes. During the Covid-19 pandemic, digital technology, especially Facebook, can reduce barriers to interaction in people's lives. However, the nature of education about vaccination that uses social media is independent. People must find their own way so that interaction with other individuals in the educational process is minimal. Material changes in the form of conventional to modern technology can change the way people think to work efficiently. People in their lives try to adapt to technological changes. However, the speed of receiving information from one another is different. Therefore, backwardness will cause social inequalities. People who do not keep updated will be left behind.

People prioritize rational and efficient thinking in living life. Changes affect the pattern of community action in the education process. People are reluctant to seek information from outside because everything is already available on Facebook. They are also increasingly critical of seeking information by first finding out what institution publishes the information. If they are not critical, they may get hoax news. The public has begun to validate the information they get. They ascertain the source and compare the information with one another. They do not just trust the information they get. Public

People respond positively to the information they get on Facebook. They consider it useful for them. Some feel left behind if they do not update their information about Covid-19 and vaccinations on Facebook, but others do not. They consider information from Facebook to be more up to date than conventional media so that some of them prefer to access social media as a source of information. Thus, material changes in the

form of print media to digital will affect people's attitudes. People become completely ignorant of their social environment due to lack of interaction. People consider understanding information from Facebook easier than learning from conventional media because many points about Covid-19 and vaccinations are reviewed. However, Facebook as a digital education media is still considered to have shortcomings because there is abundant information provided so they need time to validate.

Some people think that the validity of the data on Facebook is still in doubt because many parties spread information from untrusted sources. Most people think that the information obtained from Facebook encourages them to get vaccinated because with the information they get, they understand about vaccination and its benefits. The public receives education about vaccination and Covid-19 from various sources, from local people, health workers, urban villages, to the internet. The internet can be in the form of social media that can be accessed by the public to find information. Through interviews, the community explained that the information obtained from Facebook became one driving factor for vaccination. Information obtained from Facebook can be a driving force for the people to prevent the spread of Covid-19. W.F. Ogburn. stated that material culture is the main source of progress. Meanwhile, non-material aspects must adapt to material culture. When there is no adjustment in material and non-material culture, social problems will arise. Technology is a driving factor for change (Martono, 2018). Technological advances in the form of digital media and the internet have contributed to social change. This causes a material change in the form of conventional communication media to digital. This also has an impact on the non-material aspect, namely the attitude of the community. People have less real interaction with others or indifferent to their social environment. People no longer need to leave their homes and interact with others to get information about Covid-19 and vaccinations. When they feel that their needs for information are fulfilled, they do

not even think about the need to seek outside information. Therefore, they do not interact directly with the surrounding environment. In addition, the information provided by social media also influences the public to accept or reject. They become increasingly critical because the available information is diverse, so they can validate by comparing one source to another and see the data from the information, whether it comes from a trusted source or not.

William F. Ogburn also introduced the concept of culture lag. In the process of cultural change, people do not have the same speed in absorbing change (F.Ogburn & Nimkoff, 1964). People have different speeds in absorbing the information provided. Some will easily adapt when they get information and a new communication medium, but others need a long time to absorb information. Some people can independently validate and determine their attitude when they get information. However, there are also people who must be given an explanation directly before making a decision regarding the Covid-19 vaccination. This is what makes the community not have the same speed in absorbing change. Sometimes, some people are still deceived by false information or hoaxes, which results in the parties concerned having to provide clarification so that people do not get caught up in fake news.

## CONCLUSION

Social media is an accessible medium for the public. Facebook has been accepted as an educational medium regarding the Covid-19 vaccination. The Covid-19 vaccination activity in Tawangrejo Village has reached around 98%. People are also mature in using social media. When there is fake news that affects the community, the Tawangrejo Village officials respond by providing clarification. People think that Facebook has more positive than negative impacts. The information provided by Facebook is quite complete and can support people's lifestyles that are practical and efficient. Social media is quite effective as a campaign media of the Covid-19 vaccination. Currently, people live instantly and depend on technology.

However, this makes humans not concerned with their social environment. People get information instantly by using digital technology. Science and technology are developing very fast. Science has an acceleration and humans are equipped with technology. The difference is the acceleration of technology will measure everything from time efficiency.

Society has different speeds in accepting changes. This then creates a culture lag. Some people process and receive information quickly, so they can accept changes more quickly. However, others are slow in receiving information, so they are also slow in accepting change. Thus, each member of society cannot be generalized because they have their own characteristics. Cultural changes in society are strongly influenced by the development of science and technology. Material changes will influence immaterial things. For example, in this study, changes in educational media have an impact on non-material things.

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