The discourse of COVID-19 vaccine in the Indonesian Ministry of Health Instagram @kemenkes_ri

Analisis wacana vaksin COVID-19 dalam akun Instagram Kementerian Kesehatan Indonesia @kemenkes_ri

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Abstract
The paper aims to examine how the Indonesian Ministry of Health utilizes Instagram for communicating the message regarding the COVID-19 vaccine. The widespread awareness, access, and acceptance in Indonesia of COVID-19 vaccines is a social and communication endeavor that is a highly essential consideration of spreading the messages to millions of people. The authors gathered data of Instagram posts from January 1 – May 31, 2021. The data were classified into three groups; risks and crisis information, self-efficiency and sense-making, campaign, events, and activities. The authors applied van Dijk's critical discourse analysis concept of macrostructure, superstructure, and microstructure. The results show that the Instagram posts of the Indonesian Ministry of Health regarding the COVID-19 vaccine are classified into several sub-themes of each group. The Indonesian Ministry of Health's Instagram account uses a public information model to disseminate COVID-19 vaccination information, according to the message dissemination strategy. It applies one-way communication and indicates that the use of Instagram as a communication channel for promoting COVID-19 vaccinations has not been optimized. Another developing discourse on the Instagram account is that health workers have been prioritized and portrayed as the pandemic's hero.

Keywords: critical discourse analysis; COVID-19 vaccine; Indonesian Ministry of Health Instagram

Abstrak
Artikel ini bertujuan untuk mengkaji bagaimana Kementerian Kesehatan RI memanfaatkan Instagram untuk menyampaikan pesan terkait vaksin COVID-19. Meluasnya kesadaran, akses, dan penerimaan vaksin COVID-19 di Indonesia merupakan upaya sosial dan komunikasi yang menjadi pertimbangan yang sangat penting untuk menyebarkan pesan kepada jutaan orang. Penulis mengumpulkan data postingan Instagram dari 1 Januari – 31 Mei 2021. Data tersebut diklasifikasikan menjadi tiga kelompok; risiko dan informasi krisis, efisiensi diri dan pemahaman, kampanye, acara, dan aktivitas. Penulis menerapkan konsep analisis wacana kritis van Dijk tentang makrostruktur, suprastruktur, dan mikrostruktur. Hasil penelitian menunjukkan bahwa postingan Instagram Kementerian Kesehatan RI terkait vaksin COVID-19 diklasifikasikan ke dalam beberapa subtema masing-masing grup. Akun Instagram Kementerian Kesehatan RI menggunakan model informasi publik untuk menyebarluaskan informasi vaksinasi COVID-19, sesuai dengan strategi penyebaran pesan. Hal itu menerapkan komunikasi satu arah dan menunjukkan bahwa penggunaan Instagram sebagai saluran komunikasi untuk mempromosikan vaksinasi COVID-19 belum dioptimalkan. Wacana lain yang berkembang di akun Instagram adalah tenaga kesehatan diprioritaskan dan digambarkan sebagai pahlawan pandemi.

Kata Kunci: analisis wacana kritis; vaksin COVID-19; Instagram Kementerian Kesehatan Indonesia

Introduction

The coronavirus (COVID-19) pandemic brought a halt to the typical lifestyles of all aspects of societies and carried on in constituting a global threat to society. Because of the changes in human mobility, the pandemic has changed the pattern of interaction in society (Al Husain 2020). Due to the Government's order to stay at home, people have started doing many activities at home. However, up until today, the

number of COVID-19 cases is still increasing in Indonesia, allegedly caused by government policies that are less effective, taking too slow a stance to decide the spread of COVID-19 in Indonesia (Wahid et al. 2021). The Indonesian people need the right policies because COVID-19 has ravaged people's lives, health, and economy. A pandemic is a long-lasting health crisis, and its effects will be felt for decades to come. The Indonesian Government needs planned policies and strategic steps to manage the COVID-19 pandemic crisis, especially in crisis communication.

Given that government institutions have become a critical representation both in crisis management and communication, as well as in the implementation of health and social policies to prevent the spread of the COVID-19 and increase the vaccine acceptance, the communication strategies implemented by the government require further investigation (Viola et al. 2021). Risk communication and crisis communication are the most popular types of health communication used to communicate public health messages to society during emergencies or crises (Bernard 2021). Crisis communication is an interactive dialogue process between the institution and its public that is carried out to deal with the public's concern by exchanging valuable information and mitigating adverse impacts caused by a crisis (Bakker 2018). One of the mainstream media used in crisis communication management is social media.

During the COVID-19 epidemic, social media has become a critical tool for keeping in contact with family, influencing public opinion, and disseminating the most up-to-date health information. According to recent estimates, about 3.8 billion individuals, or nearly 60% of the world's population, use social media (Malik 2021). Indonesia itself occupies the 8th position for the most extended amount of time used per day globally, and the data is applicable for users aged 16-64 (Savitri & Irwansyah 2021). The average amount of time spent on the internet for Indonesian users is 7 hours and 59 minutes in one day. Of the 3 hours and 26 minutes, Indonesian users spend their time exploring and engaging in their social media. Moreover, Instagram has become the most popular social media platform used among Indonesian users.

During crises and disasters, government health agencies play a significant role in educating the public, providing fact-based health messages, debunking myths, and refuting misinformation (Guidry et al. 2017). In order to lead an effective reaction to the worldwide epidemic, the government must also display strong planning and coordination skills, as well as the ability to communicate clear, consistent messages in an empathic manner (McGuire 2020). Therefore, the crisis communication will cover the main question on how official leaders disseminate the risk factors and mitigation information due to the crisis.

It is critical in high-stress circumstances where information processing could be hampered. Instagram is a great area to do research because it is an image-based social media network. While images are one of the most popular types of content on social media, Instagram has a distinct image culture (Marshall et al. 2020). In addition to that fact, visuals on social media tend to generate more significant involvement in the form of shares, comments, and likes, boosting a post's reach and engagement (Ketonen & Malik 2020). Users preferred Instagram to Twitter and Facebook, where negative valence comments prevail, to express their happy sentiments (Waterloo et al. 2018). Therefore, this study will analyze the utilization of Instagram in crisis discourse by the official health agency.

In the face of government-mandated lockdowns and social distancing measures, the usage of online social media for health purposes has exploded. Especially when it comes to the government promoting the vaccine to the public, to halt the COVID-19 pandemic, high vaccine coverage may be required worldwide. Low- and middle-income countries (LMICs) have less research on vaccine demand, and their populations may have different worries than those in high-income nations (Harapan et al. 2020). Indonesia has been considered one of the LMICs with low vaccine coverage and a high level of vaccine apprehension. Because of that phenomenon, there is an urgency for the Indonesian Ministry of Health to promote the COVID-19 vaccine for higher acceptance within the public.

Several kinds of research have been focused on the crisis communication caused by an outbreak. Guidry et al. (2017) performed research and found that health organizations that are familiar with and engage

with the public are the most effective at using social media message. Furthermore, risk communication approaches such as solution-based messaging, visual imagery, and recognition of public worries and concerns are used. Chang (2020) applied a five-step procedure, performed comparisons in Taiwan and the United States to examine individual empowerment and the effect of government communication, as long as it is successful. In the early stages of the pandemic, Taiwanese government used new media more effectively than the US government, which explains why exposure to government information boosted views of government empowerment and intrapersonal empowerment in Taiwan but not in the US. Malik et al. (2021) conducted an empirical study on how top health organizations used Instagram to communicate and engage during the COVID-19 epidemic, using the Crisis and Emergency Risk Communication (CERC) paradigm. Instagram may be a helpful tool in crisis communication, reaching a large, engaged audience through celebrity engagement, clarifying posts, and infographics. The findings may also be used as a guide for health organizations looking to strengthen their strategic social media message in the face of public health crises like the COVID-19 outbreak.

From the previous research, the research on the issues of the discourse of COVID-19 vaccine and in the middle-income countries, as in Indonesia, has not been popular enough to be discussed. To fill the discussed gap, this study examines the discourse in the official Instagram account which belongs to Indonesian Ministry of Health's in disseminating the promotion of the COVID-19 vaccine. Since the start of the issue, knowledge concerning the COVID-19 vaccine has rapidly evolved, necessitating frequent updates and revisions of health information and guidance. Furthermore, recent research has shown that trust and faith in the official healthcare system and vaccine manufacture are essential parts of health education programs to promote vaccines (Ozawa & Stack 2013).

This study applies Van Dijk's Critical Discourse Analysis (CDA) paradigm. Van Dijk's work (2015) defines three elements related to CDA: macrostructure, superstructure, and microstructure. Macrostructure relates to a text's global general context, which can be found in a subject, differs from a specific text. Macrostructure could be defined as a thematic topic. Superstructure relates to the text's framework, which includes the introduction, material, closing remarks, and conclusion, and it illustrates how a piece of information is organized in an entire text. Microstructure refers to a text's local sense, which may be observed in the text's mix of words, phrases, and word styles. It exhibits meaning in a text that desires to be highlighted by supplying information on one side or producing an explicit form of one side while reducing other sides. This research aims to analyze how the Indonesian Ministry of Health uses Instagram to disseminate information about the COVID-19 vaccination.

Research Method

This study applies Van Dijk's Critical Discourse Analysis (CDA) paradigm. Van Dijk's framework is based on textual analysis, and it focuses not just on the text but also on a more in-depth examination of how the document is organized, not just in individual connections but also in specific social groupings (Putranto 2020). CDA is a type of discourse analysis study that focuses on how text and language are used to enact, reproduce, and fight social power abuse, domination, and inequality in specific social and political situations (Van Dijk 2015).

Instagram was chosen as the primary source of the data because this platform provides rich features in publishing information. Those features include Instagram stories, direct messenger, microblogs, pictures, moving pictures, question boxes, comment section, and many more. Since our study aimed to analyze the COVID-19 vaccine in the Indonesian Ministry of Health Instagram account, several inclusion criteria had been applied. The data was triangulated through the triangulation of observers which means multiple observers contribute a variety of viewpoints, backgrounds, and social characteristics (Neuman 2014). On the context of this study, the data were collected by both authors were carried out until relatively constant data were obtained (Kriyantono 2014). Therefore, the criteria for the Instagram posts were stating the word vaccine (in Bahasa Indonesia: vaksin), the data from January 1 – May 31, 2021, specific themes and sub-themes, specific actors, and specific image types.

The form of the data was pictures, videos, and microblogs. The collected data were meticulously grouped into three themes and nine sub-themes.

The unit of analysis was each Instagram post in the analyzed sample and the samples were obtained according to the highest engagement for each sub-theme. The posts were coded using a qualitative analytical approach. A brief description of each coding dimension was also created to help with the actual coding procedure. The image was the primary focus of the coding, while the image caption was only considered when there was any lack of clarity. The data was analyzed, based on Van Dijk's CDA, by breaking them down into three discourse structures (macrostructure, suprastructure, and microstructure) to see the observed matters (thematic, schematic, semantics, syntax, stylistic, and rhetoric). The conclusion of this study was made after the analysis had been contextualized.
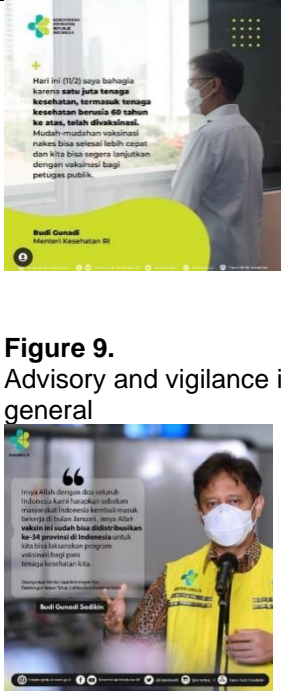
Results and Discussion

A table of codes was established to guide the systematic categorization of the Indonesian Ministry of Health Instagram's content about the COVID-19 vaccine. Table 1 shows a condensed form of the content theme, including the thematic categories and their definitions.

Table 1.
Table of the Indonesian Ministry of health Instagram's content code

Theme (Description)	Sub Theme (Description)	Representative image	The total number of posts	Likes	Comments
COVID-19 Vaccine Information (General information of COVID-19 vaccine)	1. Vaccine Knowledge (General knowledge of the vaccine variants, the vaccine distribution, and how it works)	**Figure 1.** Vaccine knowledge	16	111.754	3.028
	2. Risk Information (Telling the after-effect of the vaccine and how to minimize the risk)	**Figure 2.** Risk	5	89.624	1.675
	3. The vaccine receivers (a series of reviews from the vaccinated people)	**Figure 3.** The vaccine receivers	12	139.282	2.810

Theme (Description)	Sub Theme (Description)	Representative image	The total number of posts	Likes	Comments
Preparation (The public is being prepared for the prospect of any possibilities of outcome)	1. Procedures (The vaccination procedures from the registration to withdrawal of the vaccine certificate)	**Figure 4.** Procedures	7	53.051	1.618
	2. The vaccination program (The schedule and location of the vaccination)	**Figure 5.** The vaccination program	15	99.108	2.247
	3. Event: (a report of vaccination events in several cities; drive-thru vaccine and a survey)	**Figure 6.** Event	7	57.471	949
	4. Clarification (reducing uncertainty and debunking hoaxes)	**Figure 7.** Clarification	19	82.423	1.588
Advisory (Specific messages to advise the public)	1. Public Figure's opinions (Figures' opinions on the vaccination program)	**Figure 8.** Public Figure's thought	11	65.388	1.316

Theme (Description)	Sub Theme (Description)	Representative image	The total number of posts	Likes	Comments
	2. Advisory and vigilance in general (Alerts or tips to help the public in responding to the vaccination program)	**Figure 9.** Advisory and vigilance in general	3	39.491	1.140
Total		9	85	737.592	16.371

Source: Primary data

There are three themes and nine sub-themes on the Indonesian Ministry of Health Instagram's content about the COVID-19 vaccine. Table 2 shows the content distribution by category. There are three major categories, namely person portrayal, gender portrayal, and image type. The most dominant person portrayal is the health worker's portrayals, while both genders are portrayed in the vaccine discourse from Instagram. The least person portrayal is religious leaders. There are still portrayals of religious leaders in Indonesian politics because religious leaders have a considerable impact on interfaith tolerance. Religion is utilized to transmit hope and action plans that may have political implications in Indonesia (Ahnaf & Lussier 2019).

Moreover, the Indonesian Ministry of Health has worked with the Indonesian Ulama Council to ensure that the vaccine is halal to be distributed to the Muslim-majority public. The portrayal of Muslim figures and the posts also portray religious leaders or figures from other common religions in Indonesia, namely Christian, Catholic, Hinduism, Buddha, and even stream of faith (*aliran kepercayaan).* It is in accordance with the theory of representative bureaucracy by Kingsley (1944) which remarked that bureaucracy, in democratic country, must reflect the people they serve. Hong (2017) conducted a study on why better representation leads to better outcomes for public organizations. Increased diverse representation allows the government to challenge unfair practices, which may result in interorganizational conflict but ultimately improves organizational integrity and, as a result, overall organizational performance. This theory has been empirically tested in connection to ethnicity and religion. Choi et al. (2018) discovered that diversified representation boosts the favorable impact of representative bureaucracy on organizational integrity, according to the findings of their study.

The dominant form of the content is in microblog, as it is shown in Table 2. The utilization of microblog is optimized because it provides more than one single picture so that the content producer can provide richer information, such as infographics, illustrations, photographs, and texts. The comic form of content has also been shown on the Indonesian Ministry of Health Instagram's content about the COVID-19 vaccine. The characters represent the everyday activities of Indonesians. Characters in comics shift the visual portrayal of people from realistic to symbolic and help establish certain narrative

elements (Kearns & Kearns 2020). Narrative elements can encourage emotional contagion, in which the reader acknowledges the character(s) or situation's emotional state. Moreover, the comic represents the myth, uncertainty, and misinformation in public, and the content producer tries to counter the issue through narratives.

Table 2.
Image content analysis

Distribution by category	The number of posts
Person Portrayal	
1. Health workers	31
2. Religious Leaders	3
3. Politicians	19
4. Others	7
Gender Portrayal	
1. Male	19
2. Female	14
3. Both	35
Image type	
1. Photographs	50
2. Illustrations	19
3. Comics	7
4. Videos	9
5. Microblog	56

Source: Primary data

Referring to Table 1, related to the Indonesian Ministry of Health's Instagram code table the textual structure of Figure 1 is explained in Table 3.

Figure 1 depicts the pictures of two types of vaccine used by the Indonesian Ministry of Health, namely Sinovac and AstraZeneca, and explaining the time interval. The post was uploaded on January 27, 2021. Those two types have different intervals for taking the first and second dose. Sinovac needs 28 days for taking the second dose after the first dose, while AstraZeneca needs 12 weeks after taking the second one. Developed by China, Sinovac includes three phases of clinical trials in three countries namely Brazil, Indonesia, and Turkey (Zhang et al. 2021). Sinovac was chosen to be distributed in Indonesia because it had been approved by the World Health Organization (WHO) and the Indonesian National Agency for Drug and Food Control (Indonesian abbreviation: BPOM). In addition, Sinovac has developed a partnership with a state-owned pharmaceutical company in Indonesia, which is called Bio Farma. Indonesia has obtained 18 million vaccination doses until the end of 2020, with another 125 million doses scheduled for 2021 (Dwipayana 2020). Without Sinovac vaccines, Indonesia would not have been able to begin its mass vaccination program in January.

The AstraZeneca vaccine, also known as the Oxford-AstraZeneca vaccine, is a vaccine developed by a British biopharmaceutical company in collaboration with the University of Oxford. AstraZeneca also revealed $4 for the vaccination, making it the cheapest vaccine to date. AstraZeneca also revealed the cheapest vaccine to date (Ophinni et al. 2020). AstraZeneca is raising its popularity and is on track to account for 43% of low- and middle-income nations' coverage. According to the company, the vaccines will be sold without profit until July 2021 and in impoverished countries eternally. Indonesia has been the target country for AstraZeneca distribution, and it is also because of bilateral cooperation.

Table 3.
Textual structure of figure 1

Discourse Structure	Observed Matters	Information
Macrostructure	Thematic	Vaccine the period comparison
Suprastructure	Schematics	Sinovac vaccine and AstraZeneca vaccine injection times are different
Microstructure	Semantics	There is a difference in the period of the vaccine from different types of vaccines
	Syntax	The emergence of the word "vaccine"
	Stylistics	The choice of the word "vaccine" is mentioned six times
	Rhetoric	
		It shows a picture of two bottles of vaccine, namely Sinovac and AstraZeneca. The difference in the bottles' colors of these two vaccines indicates that there are differences in the way they are used, which is different from the period of the injection

Source: Primary data

Referring to Table 1, related to the Indonesian Ministry of Health's Instagram code table the textual structure of Figure 2 is explained in Table 4.

Table 4.
Textual structure of figure 2

Discourse Structure	Observed Matters	Information
Macrostructure	Thematic	Risk management in Sinovac vaccine recipients
Suprastructure	Schematics	Criteria for people who cannot be given the Sinovac vaccine
Microstructure	Semantics	Fourteen criteria pose a risk if forced to join the Sinovac vaccine
	Syntax	The emergence of the word "vaccine"
	Stylistics	The word "vaccine" is mentioned nine times
	Rhetoric	It shows a symbol or symbol of the criteria for a person against the Sinovac vaccine, namely an adult male. The vaccine giver symbol is an adult woman in a health worker uniform.

Source: Primary data

Figure 2 depicts the groups of people who can be vaccinated. The post was in the form of a microblog and uploaded on January 27, 2021. Fourteen groups shall not receive the Sinovac shot for several

reasons: those below 18 years old, over 59 years old, pregnant women, and comorbidity. The publication is based on the Director-General of Disease Prevention and Control's Decree on technical instructions for administering immunizations in the case of COVID-19. This kind of information is expected to be implemented by the community and health workers before deciding to take the first vaccine dose.

However, some people, who are included in the group of people who shall not get vaccinated, still got vaccinated. It makes some users expressed their confusion in the comment section. Nevertheless, there is no feedback from the Indonesian Ministry of Health. The phenomenon reflects public information model which explains the model that only relies on disseminating information (Grunig et al. 2002). Ayman et al. (2020) conducted a study on Grunig public relation model on the context of social media and COVID-19. The study revealed that there is a tendency that agencies in developing countries applying public information model in the case of COVID-19 information dissemination. It is because government agencies highly depend on official information inside the government's hiererchy structure (Wukich & Mergel 2016).

Referring to Table 1, related to the Indonesian Ministry of Health's Instagram code table the textual structure of Figure 3 is explained in Table 5.

Table 5.
Textual structure of figure 3

Discourse Structure	Observed Matters	Information
Macrostructure	Thematic	Sinovac vaccine implementation information
		A confirmation that those who previously met the criteria for not being able to receive the vaccine now can receive the Sinovac vaccine
Suprastructure	Schematics	The Sinovac vaccine is now applicable for the elderly, nursing mothers, comorbidities, and Covid survivors
		The emergence of the word "vaccine"
Microstructure	Semantics	The word "vaccine" is mentioned 22 times
	Syntax	"vaccine" is not only emphasized through repetition but also on
	Stylistics	the whole picture that becomes the main background
	Rhetoric	

Source: Primary data

Figure 3 depicts the allowance of the vaccination process for the previous exclusion groups, especially for people who are 60 years old and with particular comorbidity. It implies the government's effort to distribute the Sinovac vaccine. The post was in the form of a microblog and uploaded on February 12, 2021. The word 'vaccine' is mentioned 22 times, which emphasizes the distribution of the Sinovac vaccine. It still applies one-way communication as a public information model explained by Grunig et al. (2002).

Referring to Table 1, related to the Indonesian Ministry of Health's Instagram code table the textual structure of Figure 4 is explained in Table 6.

Figure 4 depicts the effort of the Indonesian Ministry of Health in explaining the COVID-19 vaccine service stages. The post is in the form of a microblog and uploaded on January 14, 2021. It portrays the healthcare workers preparing the vaccine, which implies that only appropriate healthcare workers are eligible for the COVID-19 vaccine. This information serves as an illustration for people who are qualified for vaccine recipients to prepare themselves. It reflects the act of prioritizing the health workers by the government. The popular mass media, the government, and even medical leadership are cultivating and enforcing an ideology that prioritizes and portrays health workers as heroes in a conflict against COVID-19 and humanity (Einboden, 2020). In COVID-19, heroic health workers are positioned

as productive subjects who serve as a paradigm for how the general public should think and conduct, so serving health workers as a technique for both enforcing health worker's compliance and enacting disciplinary authority over the general public (Mohammed et al., 2021).

Table 6.
Textual structure of figure 4

Discourse Structure	Observed Matters	Information
Macrostructure	Thematic	COVID-19 vaccination service procedures
Suprastructure	Schematics	The procedures for obtaining vaccine services in health facilities
Microstructure	Semantics	In its implementation, prospective vaccine recipients will go through five tables or stages of vaccines
		The emergence of the word "vaccine"
	Syntax	The vaccine is mentioned 28 times
	Stylistics	It shows the hand of the health worker carrying the injection, which means that it can be ascertained that only
	Rhetoric	the health worker will vaccinate. Besides, there are five symbols of the five stages of vaccine service.

Source: Primary data

Referring to Table 1, related to the Indonesian Ministry of Health's Instagram code table the textual structure of Figure 5 is explained in Table 7.

Table 7.
Textual structure of figure 5

Discourse Structure	Observed Matters	Information
Macrostructure	Thematic	The official channel for registration of the COVID-19 vaccine
Superstructure	Schematics	The various channels make it easier for recipients of COVID-19 vaccinations to register anywhere, starting with health workers
Microstructure	Semantics	It is easy for prospective vaccine recipients, especially health workers, to register with various channels ranging from email, WA, SMS, website, and hotline
		The emergence of the word "vaccine"
		Vaccine is mentioned 13 times
	Syntax	It shows pictures of people wondering about vaccine registration. It explains how easy it is because various
	Stylistics	channels for registration range from email, WA, SMS, websites, and hotlines that are only in their hand.
	Rhetoric	

Source: Primary data

Figure 5 depicts the information of official channel communication from the Indonesian Ministry of Health. Moreover, it also explains the registration process on how the healthcare workers get vaccinated in the first place. The post is in the form of a microblog and uploaded on January 15, 2021. The channel communication is provided through email, SMS, call center, and especially WhatsApp because this application is the most widely used. Therefore, this post heavily emphasizes vaccine distribution to health workers. There is a constant emphasis on health workers by the government. According to Mohammed et al. (2021), politicians and decision-makers utilize the hero discourse to publicly display their support for nurses while concealing the maintenance and strengthening of existing power relations that limit nurses, including as racism, gender discrimination, austerity measures, and managerialism.

In addition to the biological reality of the virus, Smith (2020) claims that the hero discourse on health workers obscures the political factors that contribute to risk, such as a lack of government assurance of protective equipment, unequal public health measures, and insufficient organizational personnel. Einboden (2020) recommended that healthcare workforce policies be developed via open, collaborative talks among healthcare professionals, government officials, and the general public, based on the concepts of solidarity, reciprocity, and wise stewardship.

Referring to Table 1, related to the Indonesian Ministry of Health's Instagram code table the textual structure of Figure 6 is explained in Table 8.

Table 8.
Textual structure of figure 6

Discourse Structure	Observed Matters	Information
Macrostructure	Thematic	The first vaccination for elderly health workers
Suprastructure	Schematics	The first vaccination phase for the elderly and providing the photographs of them
	Semantics	The vaccination procedures from registration, screening, injection, and receiving the vaccination card
Microstructure	Syntax	The appearance of the word "vaccine" and suggesting phrase to understand the caption text.
	Stylistics	The choosing of the word "vaccine" and its mentioning as many as 15 times
	Rhetoric	It shows the elderly health workers who got vaccinated based on the government recommendations

Source: Primary data

Figure 6 depicts a series of photographs of elderly health workers who were currently being vaccinated. The elderly health covers' criteria are doctors, nurses, midwives, and professors who are older than sixty years old. The post is in the form of a microblog and uploaded on February 8, 2021. It implies the first phase of COVID-19 vaccination in which the health workers are the first target. It also becomes tangible proof that the vaccination procedure is uncomplicated, from the registration, medical screening, vaccine injection, and receiving a vaccine card. The caption tells the audience that the Indonesian Ministry of Health has made an infographic on vaccination procedures.

However, the microblog does not represent any data but the photographs of vaccine receivers. A suggesting phrase occurs in the caption text, "*Yuk, Simak,*" which suggests the audience comprehend

the caption and try to make a public engagement. Szmuda et al. (2020) suggested that infographics are convenient to share on social media and could help spread disease-related health information. It actively illustrates that health literacy should be considered while digesting infographics and behavior advice (Kemp et al. 2021). During times of extreme stress and concern, people's ability to integrate new health information into their decisions is damaged.

Referring to Table 1, related to the Indonesian Ministry of Health's Instagram code table the textual structure of Figure 7 is explained in Table 9.

Figure 7 depicts a microblog that provides clarification to the after-effect of the Sinovac vaccine. The post, uploaded on January 24, 2021, shows the frequently-asked questions regarding the after-effect of the Sinovac Vaccine. It also debunks the issue of vaccine efficiency for Indonesian people since the vaccine was produced in China. However, the ministry still does not respond through the comment section. The dissemination of fake news in the health ecosystem has been exacerbated by the emergence of social media, which allows individuals to freely communicate information. This was especially true during the COVID-19 pandemic (Ceron 2021). The whole community, as well as healthcare practitioners and the government in particular, must connect with citizens, delivering pertinent information at this critical period of the epidemic (Apuke & Omar 2021). Therefore, the officials' social media account should also engage with the public in any form of communications, not just only providing them the accurate information, but also educating and answering their concerns.

Table 9.
Textual structure of figure 7

Discourse Structure	Observed Matters	Information
Macrostructure	Thematic	How Sinovac vaccine works
Suprastructure	Schematics	The reason for the possibility of people being infected with Covid after vaccination
Microstructure	Semantics	How Sinovac vaccine works to create herd immunity and suggestions to follow the health protocol after vaccination
	Syntax	The appearance of the word "vaccine"
	Stylistics	The choosing of the word "vaccine" and its mentioning as many as 18 times
	Rhetoric	The illustration of a doctor bringing the injection. A girl wearing a mask shows that, after getting the vaccination, the people must be more careful and not forget to wear a mask because it takes time to create herd immunity.

Source: Primary data

Referring to Table 1, related to the Indonesian Ministry of Health's Instagram code table the textual structure of Figure 8 is explained in Table 10.

Figure 8 depicts a photograph of the Indonesian health minister, Budi Gunadi Sadikin, with his quotes. He wears a white shirt and a medical mask, and his pose is looking out a window. The picture was uploaded on February 12, 2021. It explains that the vaccination process has reached one million for Indonesian health workers, increasing vaccine rates. Politicians work hard to portray themselves in a positive light (Lalancette & Raynauld 2019). As a result, empirical data shows that political

communication on social networking sites is mostly focused on individual politician images that display only one person in close proximity to the camera (Filimonov et al. 2016, McGregor 2018, Haim & Jungblut 2021). In other words, social networking sites are utilized not only for disseminating information but also to distribute political messages and build a favorable image for politicians.

Table 10.
Textual structure of figure 8

Discourse Structure	Observed Matters	Information
Macrostructure	Thematic	The minister of health statement about the achievement of 1 million vaccines
Suprastructure	Schematics	After vaccination for health workers has been done, then the distribution continues to the public servant sector
Microstructure	Semantics	1 million health workers include elderly workers, have been vaccinated
	Syntax	The appearance of the word "vaccine"
	Stylistics	The choosing of the word "vaccine" and its mentioning as many as six times
	Rhetoric	It shows the Indonesian Minister of Health wearing a white shirt and a medical mask, looking out a window

Source: Primary data

Referring to Table 1, related to the Indonesian Ministry of Health's Instagram code table the textual structure of Figure 11 is explained in Table 9.

Table 11.
Textual structure of figure 9

Discourse Structure	Observed Matters	Information
Macrostructure	Thematic	Indonesian Ministry of Health declares that the vaccination process might start soon
Suprastructure	Schematics	Distribution vaccine to 34 provinces in Indonesia and vaccination for health workers can start immediately
Microstructure	Semantics	1 million additional vaccines are about to come and will be distributed to health workers first
		The appearance of the word "vaccine"
	Syntax	The choosing of the word "vaccine" and its mentioning as many as six times
	Stylistics	It shows the Indonesian Minister of Health wearing a mask while giving a speech
	Rhetoric	

Source: Primary data

Figure 9 depicts a photograph of the Indonesian health minister with his quote's texts again. Since it was uploaded on January 1, 2021, it implies the start phase of vaccination distribution in Indonesia. He assures that the vaccine distribution would be ready for 34 provinces in Indonesia. He wears a batik shirt with a yellow-COVID-19-task-force vest and a medical mask.

We classify the dissemination of vaccine distribution information into two stages; the initial and acceptance stages. The initial stage primarily covers the sub-theme of vaccine knowledge, the risk, vaccine receiver, the vaccine procedures, and the implementation. The initial stage happened during the first phase of vaccination which is January to February 2021. In the initial stage, the Indonesian Ministry of Health has tried to provide data and valid information regarding the vaccination. Official health organizations may be able to strengthen their participation in combatting disinformation on social media by providing accurate information, directing people to credible sources, and acting as fact-checkers for inaccurate material via an Instagram account (Malik & Quan-Haase 2021). It could also be seen as risk management. The government uses social media to disseminate information, monitor public behavior and attitudes, manage and dispel rumors, encourage crowdsourcing and collaboration, foster social cohesion, mobilize resource flows, and provide academic data (Chen 2020). Therefore, it becomes the main reason why the content production on COVID-19 vaccines was, most of them, optimized during this period. Forty-five posts within two months are related to the COVID-19 vaccine.

The acceptance stage tries to increase the degree of acceptance by the public by providing events and portrayals. The acceptance stage happened during the vaccine distribution period on March-May 2021. During this stage, the portrayal of health workers and politicians becomes the dominant one in photographs with quotes texts to emphasize a piece of empirical evidence. For their devotion to giving treatment to patients afflicted with COVID-19, health personnel have been labeled "heroes." The depiction of health professionals has led in the normalization of risk for health workers to explain the need for a quick and devoted reaction in the face of uncertainty, political conflict, and unprepared healthcare systems (Mohammed et al. 2021). Furthermore, the inadequacy of the representation of health professionals to reflect the emotional, psychological, moral, and physical constraints of pandemics has increased health workers' expectations and obligations.

The message contents of the Indonesian Ministry of Health Instagram account do not encourage engagement for its public. The primary purpose of this communication channel is only for disseminating health information. Nevertheless, social media could be utilized in public communication for engaging the public, building credibility, mental health support, and empathic and honest communication. In a national public health emergency, government and public health institutions all too often revert to a one-way authoritative communication system and tend to avoid public queries about what they need to know (Kim & Kreps 2020). Government agencies should pay more attention to the needs and concerns of the public and exhibit true empathy and care, without being hesitant to display emotion or transmit empathy (Hyland-Wood et al. 2021). The public is more likely to respond positively to receive advice if they believe the government empathizes with them and is concerned about their well-being (Pfattheicher et al. 2020). This actively demonstrates that government agencies, especially the health ministry, should focus on the informative message in promoting the COVID-19 vaccines among the Indonesian public. They should also utilize the Instagram account to build public engagement, actively provide mental health support with empathic communication, and reduce uncertainty and confusion.

The message dissemination strategy implies that the Indonesian Ministry of Health's Instagram account applies a public information model to disseminate COVID-19 vaccine information. As proposed by Grunig (2002), public information has a goal to convey information, with public relations (PR) professionals serving as journalists who distribute objective data through the media. Remarkably, the model involves one-way communication, in which the organization concentrates on communicating specific information to the general public, and it is commonly applied by Indonesian government organizations (Kriyantono et al. 2017). In a democratic system, government agencies will always need to convey and disseminate public information to their citizens and, ideally, engage in discourse with them (VanDyke & Lee 2020). Because the organization does not inquire as to whether the public requires the information, it is a telling rather than listening activity. Cho et al. (2014) conducted a study

on Grunig's PR model. Their study discovered that, when compared to public information or two-way asymmetrical communication, the public is more likely to keep providing feedback on organizational message strategies based on two-way symmetry, such as starting a conversation, thanking contributors for their support, and sending direct messages to the public with or without tags. Given that public information is based on one-way communication and does not include conversational information, it is understandable that the public is not expected to engage deeply with the content provided. It explains why the Indonesian Ministry of Health does not answer the public's comments.

Conclusion

Nine themes and three sub-themes have emerged in the COVID-19 vaccine posts from January 1 to May 31, 2021. They cover the COVID-19 vaccine general information (vaccine knowledge, risk information, and the vaccine receivers), preparation (the vaccine procedures, the vaccine programs, events, and clarifications), and advisory (public's figure opinion and Advisory and vigilance in general). We also make a note of the image content analysis, which covers portrayals and image type. The two dominant portrayals are politicians and health workers, in which politicians attempt to construct positive images and health workers as the 'hero' discourse during the pandemic. There are two stages during the first five months of the vaccination distribution in Indonesia, the initial stage and the acceptance stage.

The message dissemination strategy implies that the Indonesian Ministry of Health's Instagram account applies a public information model to disseminate COVID-19 vaccine information. As a result, it has tried its best to provide vaccine regulations, data, and uncertainty reduction. However, the message contents of the Indonesian Ministry of Health Instagram account do not encourage engagement for its public. Instagram could have also been utilized in public communication for engaging the public, building credibility, mental health support, and empathic and honest communication. It concludes that the Indonesian Ministry of Health has not been optimizable in utilizing Instagram as a communication channel in promoting COVID-19 vaccines. Another emerging discourse on the context of the officials' Instagram is health workers have been the priority and narrated as the hero of the pandemic. In addition, it reveals a clear power relationship among the politicians, health workers, and bilateral relations with international institutions, in which the construction of the message relies heavily on its power relation.

This study has found its limitation. At the time this article was written, the vaccination process and distribution were still being conducted. Therefore, this article only covers the first five-month period of disseminating COVID-19 vaccines in Indonesia. Second, this study only relies on the message production and textual analysis of Instagram posts. Third, the digital divide and digital literacy issues in Indonesia may contribute to the exposure of social networking sites. Factors like internet access and competency can shape how people use and comprehend information. For further related studies, we would like to recommend having an in-depth discussion on the portrayal of health workers since they are portrayed as 'heroes' and the main actors in the pandemic time.

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