

# MOTHER, MEDIA PREFERENCES AND ATTITUDE OF COVID-19

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**VACCINE**  
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# BACKGROUND

\*kid not target for vaccine (Indonesiabaik, 2020)

\* Even many toddler are invected

\*clinical trial started on march at USA and Canada at children (6 m-11y) ( Bonifield, 2021)

\*Parent need effort to protect their kid.

\*(Uzun et al., 2021)→

mother increasing support and care during pandemic but not father

Limited pandemic parental supervision and protection, →understanding of disease, transmission, consequences ((The Alliance for CPHA, 2020)

Social media as effective health promotion during pandemic (Hussain, 2020). Otherwise, Unregulated alternatif media being source of problematic, confusing, and misleading of covid-19 (Boberg,2020)

determine the mother's preferred media, knowledge, and attitudes about COVID-19 disease and vaccines. Also, mother's efforts including communication in protecting their children under five from COVID-19.

# Research Question

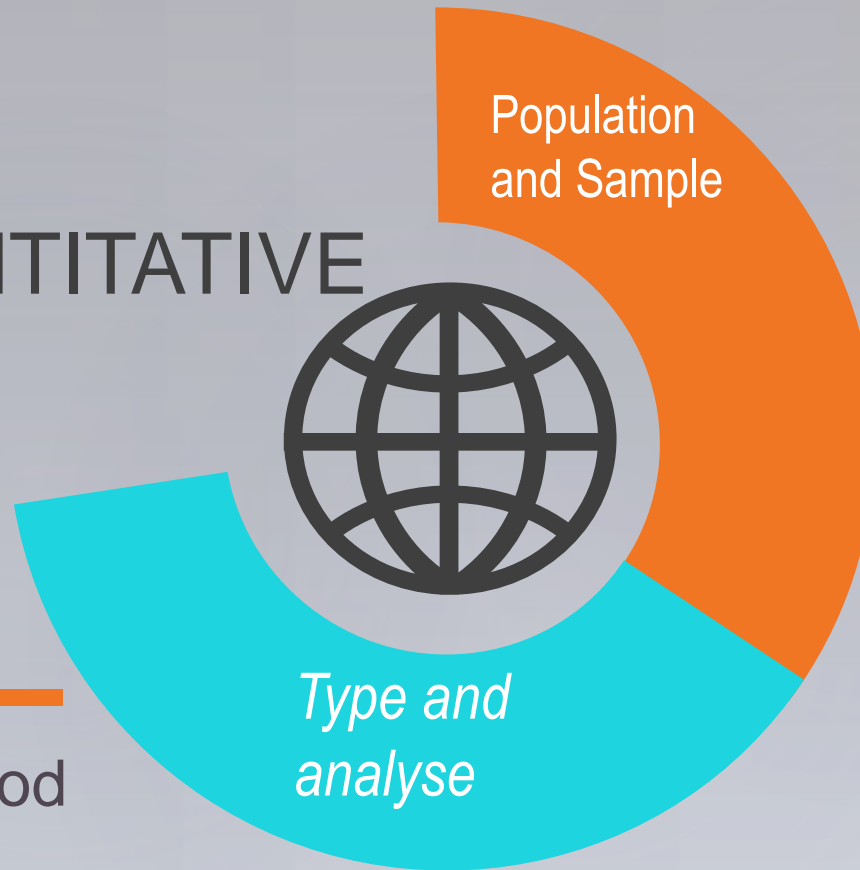
What are mother COVID-19 and its vaccine source of media information?

How are the mother's knowledge and attitude about COVID-19 and vaccine?

How are a mother guarding and communication to their children?



# QUANTITATIVE



- Survey method
- Descriptive Analysis

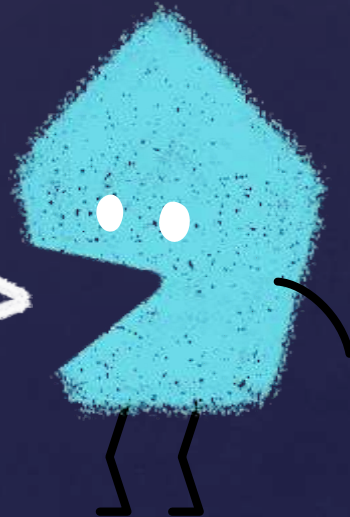
- Indonesia, across the islands of Java, Kalimantan, Sulawesi, and Sumatra
- 315 mother with children 5 and under.

# Characteristic

- Age: 24-43 years.
- Most education :bachelor 65.9%

→(Skjefte et al., 2021) the highest percentage e who receive vaccines for themselves and their children are they with highest level of education.

- The higher the level of education, the more knowledge and attitudes about COVID-19 will increase (Alobuia et al., 2020)



FINDINGS

# FINDINGS



## *Mother and COVID-19 Source of Media Information*

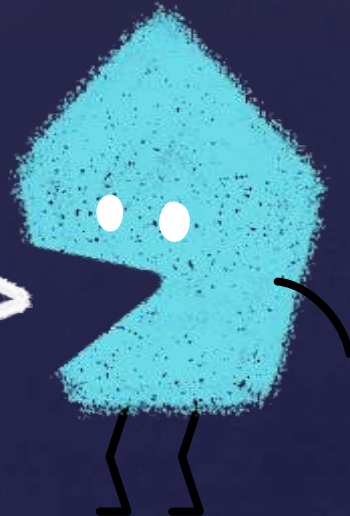
Table 1. COVID-19 and Its Vaccine Source of Information and Media Preferences

Source of Information	COVID-19 Disease	COVID-19 Vaccine
Family	47,5%	17,5%
Friend	48,1%	20,7%
Medical/Paramedic	64,6%	51,6%
Media	92%	90,8%
Others (journals, webinars, etc.)	15,9%	7,6%
Preferred Media Type		
Television	58,6%	
Radio	0,6%	
Print Media	5,1%	
Website /internet	59,2%	
Social Media	69,8%	
	Youtube	15,9 %
	Facebook	8%
	Whatsapp	11,8%
	Instagram	34,1%

Source: Primer Data, 2021

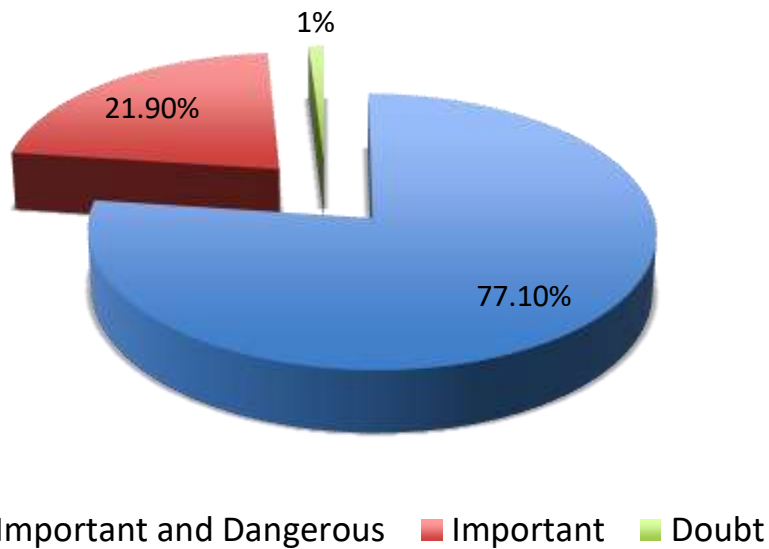
- Most of preferred source : media 92% (covid) 90,8% (vaccine)  
Most media preferred: social media 69.8% (total from youtube, facebook, whatsapp, instagram)

→ Social media as effective health promotion during pandemic (Hussain, 2020) and a reliable medium to reach target audiences. (Zhao & Xu, 2020).  
Otherwise, Unregulated alternatif media being source of problematic, confusing, and misleading of covid-19 (Boberg, 2020)



# Mother Knowledge and Attitude of COVID-19 and Vaccine

## Perception about COVID-19 and Its Knowledge



## Knowledge of How C-19 Vaccine Works

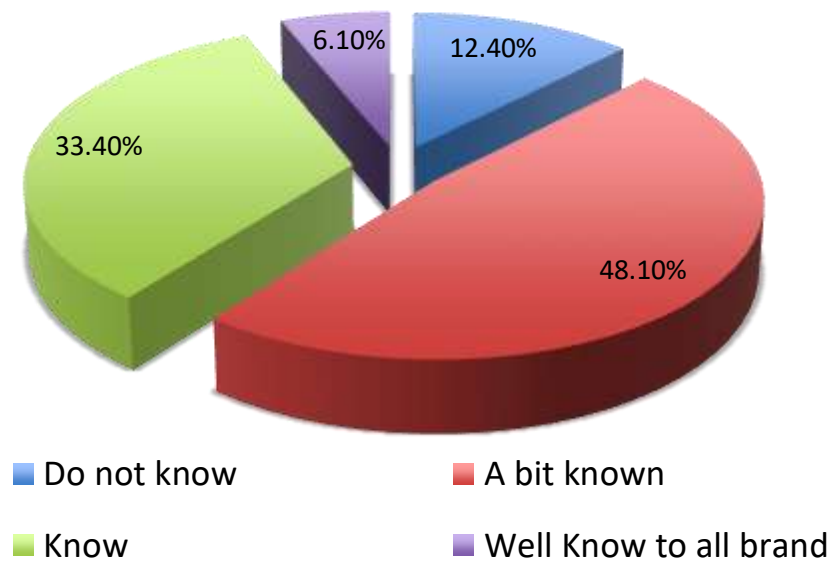






Table 3. *Mother Attitude of Vaccine COVID-19*

<b>Willingness to Vaccine</b>	<b>for the self</b>	<b>for her child</b>
Want	62,1%	58,3%
Doubt	24,3%	33,1 %
Don't want	13,1%	8,6 %
<b>Reason (doubt/ dont want)</b>	<b>For her child</b>	
Not sure vaccine efficacy of c-19	29%	
Not sure that vaccine suitable for children's health conditions	18%	
Not believe in vaccine as general	13%	
Other ( not sure of vaccine efficacy for children, safety, and halal)	40%	

Source: Primer Data, 2021



- ☞ 77,1% important, 48,1% a bit know
- (Avery & Park, 2021) level of parental knowledge measured by how much information they perceive about COVID-19 and understanding its risk, mediates the relationship between crisis self-efficacy and protective efficacy.

- ☞ Vaccine for themselves higher than for their kid (Skjefte et al., 2021) 73.4% of non-pregnant women receive vaccine. 69.2% of



- ☞ Reason of doubtful and didn't want : unsure the safety, legality of vaccines, and the suitability of vaccines for toddler (40% ).

- (Karlsson et al., 2021) the level of confidence of vaccine safety is the strongest predictor of intention to vaccinate COVID-19
- (Leng et al., 2021) vaccine effectiveness, side effects, and the proportion of acquaintances vaccinated are the most important factors determining people's attitudes to COVID-19 vaccination



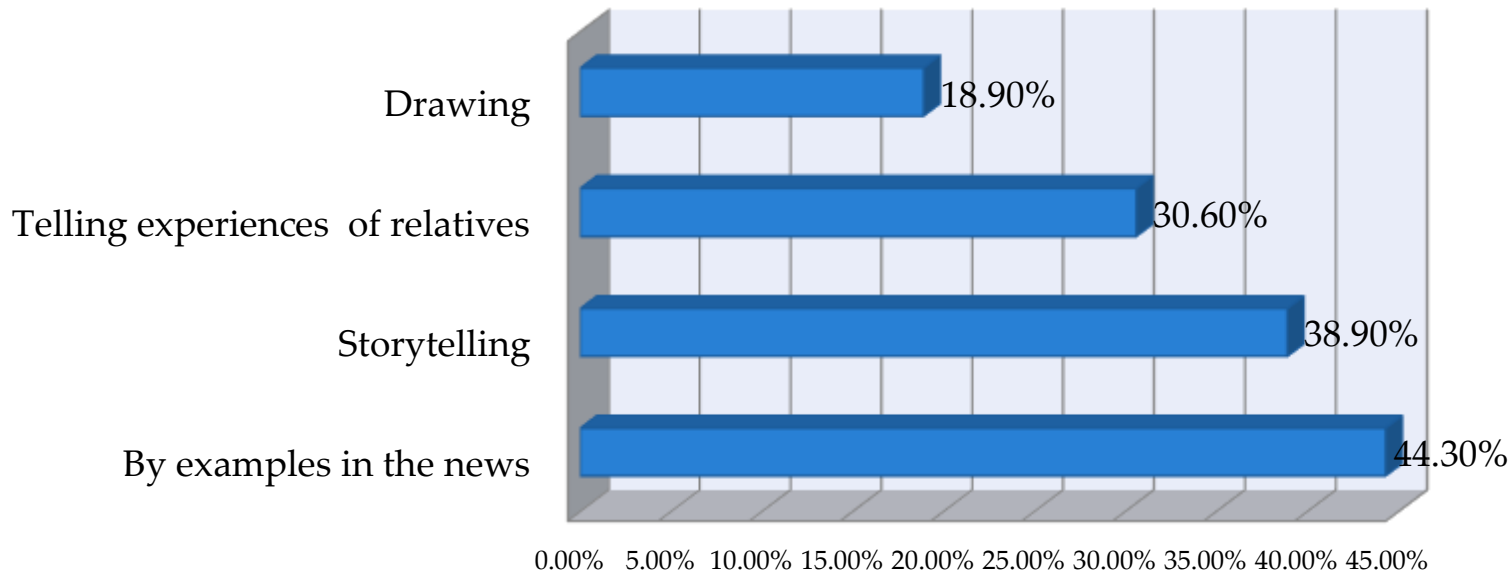
# Coronavirus Story



by



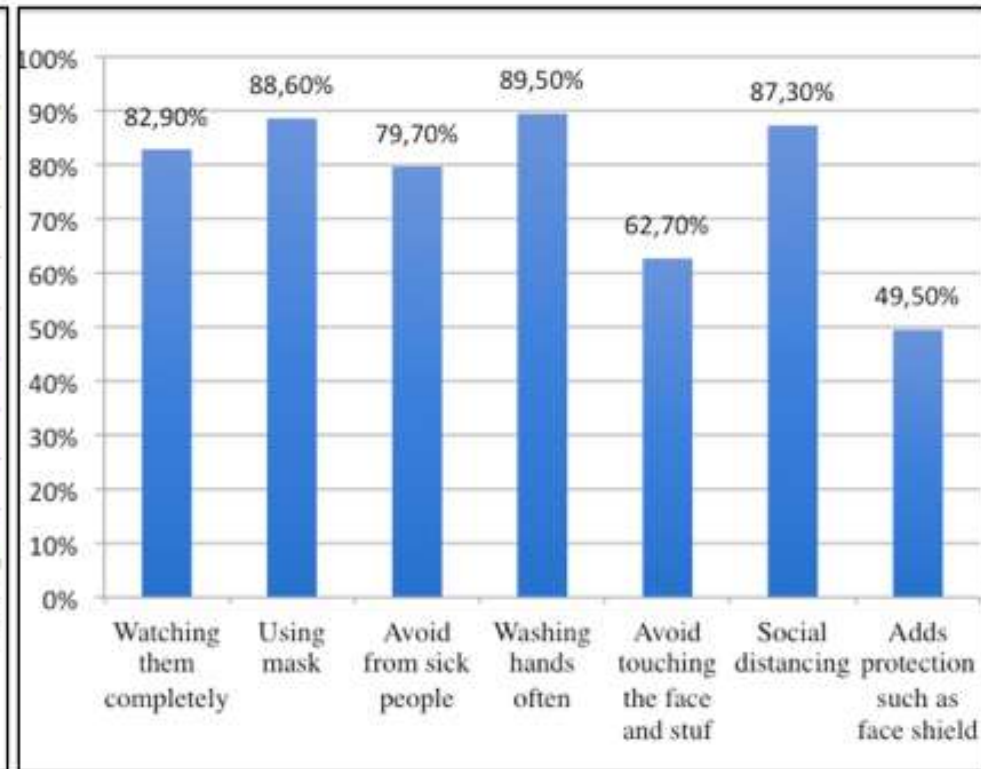
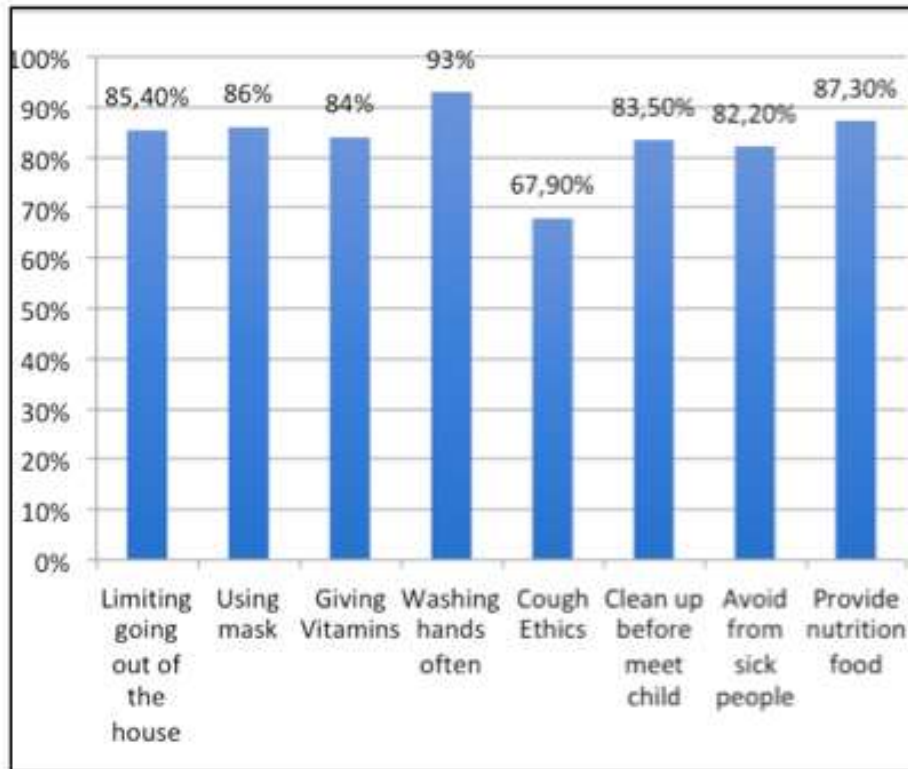
## Communication Way



62,7% mother  
Give complete  
information and  
how to deal with  
covid-19 to child



**STAY SAFE,  
STAY AT HOME &  
PROTECT YOUR  
FAMILY**  
FROM **COVID - 19**  
CORONAVIRUS



Source: Primer Data, 2021

Picture1. Mother guardian Effort and Mother Guardian Efford when Go Outside



☞ When parents feel calm and clear on their understanding they will be calmer and more straightforward in discussing serious topics related to COVID-19 with their children

☞ Communication with infants : through physical presence and touch, by maintaining family routines

☞ with preschool(3-5-year). tell more simply and realistically about the television news

(Lachlan et al., 2021) those who rely on information from the media, have more than one form of protection from COVID-19 than those who perceive the media as unimportant.



# Conclusion



Media as most mother's COVID-19 information source (92%), about vaccines: 90,8%. Most media trust: internet websites (59.2 %), social media combination ( 69,8%)

COVID-19 was very dangerous for their child so that information on COVID-19 is essential (77,1%). The willingness to vaccinated themselves: 62.1%, higher than willingness to vaccinate their children (58.3%)

62.7% communicating details about COVID-19. The protection efforts : 86% wearing masks, 93% washchildhands, 87,3 % keep a distance from other people and provide nutrition food

**THANK YOU**





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**ICEMC 2021**

# CERTIFICATE OF PRESENTATION

*This is to certify that*

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*has presented a paper titled*

**MOTHER/ MEDIA PREFERENCES AND COVID-19 VACCINE IN INDONESIA**

*at the **International Conference of Emerging Media & Communication 2021 (ICEMC 2021)** held from 1st June 2021 to 3rd June 2021,*

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