

ABSTRACT

This study aims to look at the role of the Podkesmas podcast in socializing the Covid-19 vaccine. Through the two views of new media put forward by Pierre Levy, namely the view of social interaction which is not only based on face-to-face interaction and the view of social integration which makes the media as a means of creating society in a different view. This research was conducted using a qualitative approach and case study method, with one podcaster, one expert, and one podcast listener as the subject. Methods of data collection in the form of observation, and interviews with data collection instruments in the form of observation guidelines and interview guidelines. Data analysis through the stages of data reduction, data presentation, and conclusion. The validity of the data using source triangulation techniques. The results of the study show that from a social interaction perspective, the use of Podkesmas podcasts as a means of delivering information is quite effective. Meanwhile, in the view of social integration, the role of Podkesmas in socializing is quite successful, but to achieve Herd Immunity requires more effort.

Keywords: Covid-19, herd immunity, new media, podcast, vaccine