

ABSTRACT

Even in this thriving pandemic era, many Indonesians, particularly the Z Generations, still refuse to get vaccinated. In that case, a more suitable type of health communication channel will be needed for them. "Cells at Work!!" anime second episode Acquired Immunity is an animation that creatively explains how vaccines work inside a human body. This study aims to analyze the effectiveness of the "Cells at Work!!" anime message as a health communication channel about vaccination. This study uses a qualitative approach with a case study method. It also uses an interpretive paradigm with the Specifications of Message Effectiveness theory as a reference to analyze "Cells at Work!!" anime message effectiveness. Although the "Cells at Work!!" anime uses such perplexing storylines and terms, with such a creative idea, the "Cells at Work!!" anime is able to command attention and entertain its audiences. Detailed description also allows its audiences to believe the information offered. As a result, audiences has a more positive perspective and a better understanding of how vaccines work. Since it is based on a comic with the same title, this anime still could deliver the exact message. As a conclusion, this anime has met six of the seven message effectiveness specifications, indicating that the message of "Cells at Work!!" is indeed effective.

Key words: *Anime, Channel, Communication, Effectiveness, Vaccine.*