

ABSTRACT

Corona Virus Disease 2019 or commonly called the Covid-19 virus has spread throughout the world. Including in Indonesia, the government is making every effort to prevent the spread of the Covid-19 virus. In an effort to break the chain of transmission of the Covid-19 outbreak and provide protection to the entire community, vaccinations were held throughout Indonesia. The refusal to do this vaccination has reached Plakpak Hamlet. People in Plakpak Hamlet also refuse to be vaccinated because they are exposed to hoax information. It takes an important role in inviting the people in Plakpak Hamlet to want to take part in the co-19 vaccination. This role cannot be separated from the Head of the Rukun Tetangga who is the leader in organizing and making the way to direct the community. In deciding the spread of the Covid-19 virus in Plakpak Hamlet. A communication strategy is needed that can be used to convey messages or information to the community in Plakpak Hamlet. The goal to be achieved from this research is to find out the communication strategy in disseminating Covid-19 vaccination information in Plakpak Hamlet. Researchers use descriptive qualitative methods to define conditions or phenomena naturally and as they are. Researchers will also carry out interviews, observations, documentation and literature studies in collecting data. The key informant in this study was the Head of the Plakpak Hamlet Neighborhood Association. Researchers also presented supporting informants who were Covid-19 Vaccination Officers from the Besuk Health Center. The results of this study are that the communication strategy implemented by the Head of the Rukun Tetangga in carrying out the communication strategy in spreading the Covid-19 vaccination in Plakpak Hamlet is determining the audience, composing messages, establishing methods and selecting communication media

Keywords: *Communication Strategy, Health Communication, Disseminating Information, Covid-19 Vaccination*