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Netnography Study On Covid-19 Vaccination On Dedy Corbuzier's Youtube Podcast

Tiara Sella Destriani ¹, Anis Endang Sri Murwani ², Indria ³

^{1,2,3} Universitas Dehasen Bengkulu

¹ e-mail: anisendangsm@gmail.com

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Abstract. This research aims to find out how the netnography study on Dedy Corbuzier's Youtube podcast in the video entitled "Yes I'm not a vaccine!!!". Let's Debate!". This research is a qualitative study using the netnography method. In this study, the authors selected 100 (one hundred) out of ten thousand comments based on comments that received many likes and comments that were most mentioned by netizens. Then make coding which then produces 24 (twenty four) abstractions which are then formed into 5 (five) themes or categories by the author. The theory used in this research is computer mediated communication (CMC). The results showed that after watching this podcast video, many netizens' perspectives changed and became more positive about the Covid-19 vaccination. As for some categories in the results of this study, namely the category of believing or being pro-vaccine, the category of educated audiences, the category of competent sources, the category of dramatization of true stories, the category of hope or vision (future), netizen comments in this category can be used as evaluation material for the government so that it can improve performance for the better in the future. So that later this research can provide an overview of what kind of culture exists on Dedy Corbuzier's youtube podcast video comment page and also that a video on social media can influence and change the culture. The importance of vaccination for the community is to be able to protect themselves from the risk of being exposed to the corona virus and to increase herd immunity in the community.

Keywords: *Netnography, Cmc Theory, Covid-19 Vaccination, Podcast, Youtube*

INTRODUCTION

In dealing with the Covid-19 pandemic, several ways have been taken by the government to be able to break the chain of the spread of Covid-19, starting from following the 3M health protocol (wearing masks, maintaining distance and washing hands) which has been required by the government or by vaccinating Covid-19. At the end of 2020 scientists found a vaccine for the corona virus developed in China for the first time. This vaccine is then distributed throughout the country and around 15 billion doses of vaccine are needed to meet the needs of countries affected by the Covid-19 pandemic. The vaccines used in Indonesia have several types, namely, Sinovac, AstraZaneca, Moderna, Pfizer and Sinopharm vaccines. The Covid-19 vaccine that has been developed and distributed has side effects that can cause fever, body fatigue, muscle aches, headaches and vomiting. The vaccine used for Covid-19 vaccination contains aluminum hydroxide which functions to increase the immune system's response to the virus. (source <https://www.alodokter.com/vaksin-sinovac>).

On January 13, 2021 the Covid-19 vaccination program in Indonesia began with President Jokowi being the first person to be injected with the Covid-19 vaccine. Vaccination in Indonesia is carried out sequentially, in accordance with the Minister of Health Regulation No. 84/2020 concerning the implementation of vaccination in the context of overcoming the Covid-19



pandemic, that the first group entitled to receive vaccines are health workers, health worker assistants, supporting personnel working at health service facilities, TNI / POLRI, apparatus and other public service officers. Information on the development of Covid-19 vaccination can be accessed on the internet and official government social media accounts. Information about Covid-19 vaccination is widely spread on various social media, ranging from hoax information to factual information. (source: <http://p2p.kemkes.go.id/program-vaksinasi-covid-19-mulai-dilakukan-presiden-orang-pertama-penerima-suntikan-vaksin-covid-19/>)

According to Fuller and Jacobs (in Sunarto, 2004) internet social media is one of the socialization agents that acts as a tool in the mass communication process, because internet social media is able to reach a wider and relatively more numerous and heterogeneous audience. During the Covid-19 pandemic that requires people to do social distancing and lockdown, they escape to social media to find entertainment, support and to stay connected with other people.

This is in line with the opinion of Purandina and Winaya (2020) who stated that during the Covid-19 pandemic there has been an increase in the use of digital applications (Mashabi, 2020). During the Covid-19 pandemic, social media has a very significant role in helping people to stay connected to each other in order to exchange news and personal experiences in real time and globally. It can be seen in the data contained in <https://datareportal.com> that active social media users in Indonesia reach 59% of the total world population, and specifically for Youtube application users with an age range of 15-64 years there are 93.8% of the total internet users in Indonesia and when calculated this figure reaches 190 million people. The more often people access social media, the more information they get, both as communicators and as communicants as found in Youtube podcast content. Many responses also appear in the comments column from netizens, ranging from positive and negative ones. This comment is included in the netnography study which is an online research method adapted from ethnography which is applied to understand social interactions in the context of digital communication, Nasrullah (in Serra Anisa, 2019).

Netnography methods can be useful in researching interactions between institutions and citizens, between governments and people, when people do not want to talk directly about a phenomenon and make direct judgments. Netnography makes it possible to get the answers needed by listening to and reading conversations on web pages, analyzing the behavior and opinions of users. (in Umar Suryadi, 2017)

In Ika K. Idris (2020), it is stated that there are several factors that have caused a crisis of public trust in the government, including, from the beginning, the central government seemed to underestimate the Covid-19 case by not immediately closing access to the international airport. This caused the access of people in and out of the country to still run normally even though at that time the Covid-19 case had begun to increase. In addition, data that is not transparent also causes many people to distrust the government. Then the factor that makes people distrust the government is the failure of the government to capture the aspirations of the community during the pandemic. The government is considered to be more concerned with economic and investment aspects, which had been the focus of the government before Covid-19. The next factor is that the information is not one-stop, which often changes and is even delivered by the highest authority, the spokesperson and the president. This information dissonance makes people feel that the government does not understand the potential impact of the pandemic. This information dissonance makes people feel that the government does not understand the potential impact of the pandemic and the policies taken to deal with it.

The spread of news about the health crisis on Youtube is widely discussed by content creators in Indonesia such as Dr. Tirta's Youtube account called TirtaPengPengPeng and Deddy Corbuzier's Youtube account. On Deddy Corbuzier's Youtube channel, he often invites sources who have an understanding of Covid-19 and government officials to discuss

government policies during the pandemic. So that Deddy Corbuzier's Youtube account can be said to be a link between the government and the community. One of his videos entitled "Yes I Honestly Don't Vaccinate!!! Let's Debate!!!" on Deddy Corbuzier's Youtube account which discusses the Covid-19 vaccination has received thousands of comments from people who have an opinion about the Covid-19 vaccination. The reason the author chose Deddy Corbuzier's Youtube channel is because his subscribers reached 17 million with 982 videos. Another advantage is that the average audience is above 1 million per video and Deddy Corbuzier's famous neutral positioning. Furthermore, for the title of the video, the author is interested in the title "Yes I Honestly Don't Vaccinate!!! Let's Debate!!!" because the speaker in this video is the Minister of Health of the Republic of Indonesia, namely Budi Gunadi Sadikin. This video has 11 thousand comments and has been watched 2.7 million times (last data on Friday, February 25, 2022).

LITERATURE REVIEW

Podcast

Podcasts are episodes of programs available on the internet. Podcasts are usually original audio or video recordings but can also be recordings of television broadcasts or radio programs, television, lectures, performances or other events (source <https://apple.com>). Podcasts can be concluded as audio/video recordings that can be listened to and viewed by the general public through internet media. One of The Guardian journalists named Ben Hammersley in 2004 proposed the term podcast which stands for play-on and broadcast, then adopted by the Apple company on iPod and Apple Podcast products. Furthermore, in 2005 Apple launched the podcast feature and immediately sprung up in major media such as the BBC, CBC Radio One, NPR, and so on. For now podcasts can not only be displayed by these large media, podcasts can be broadcast by anyone and anywhere connected to the internet network.

Vaksinasi Covid-19

Vaccines are one of the most effective and economical measures in preventing the spread of infectious diseases, so the development of the Covid-19 vaccine is needed to break the chain of the SARS-CoV-2 virus. WHO has said that the spread of Covid-19 can be stopped by protection, early detection, isolation and rapid treatment in order to create a strong system implementation to prevent the spread of this virus. Given that, in an effort to increase protection against Covid-19 various countries around the world are committed together with governments, scientists, biotechnology companies to be able to create a Covid-19 vaccine. So far there are 6 (six) vaccines launched from various countries and biotechnology companies.

Computer Mediated Communication Theory (CMC)

Herring (in Sri Hadijah, 2015) defines CMC as a communication process that occurs between humans through a computer. As technology advances and information advances, communication that occurs using computers becomes increasingly diverse with the emergence of supporting software that makes it easier for people to communicate using media. In the context of Computer Mediated Communication Theory (CMC), the computer in question is not only in the form of a Personal Computer (PC) or laptop, but includes all computer-based devices such as smartphones, tablets and the like, these tools are referred to as new media of communication.

The scope of CMC itself includes chat systems, the World Wide Web (WWW), including textual, graphic, photographic, audio and video systems in addition to hyperlink aspects, CMC also includes various videos such as YouTube, social networking systems and search systems. friendships like Facebook and so on.



March Smith (in Lidya Wati, 2018) several aspects of computer-mediated virtual communication, namely:

1. Interaction does not require the existence and similarity of location between users (aspatial). This means that the interaction that occurs does not require the sender and recipient of information to be at the same time and location.
2. Interaction can be conditioned according to the time desired by the user when connected to the internet. Communication can occur in the same space and time (synchronous) or in different ways (asynchronous).
3. Interaction occurs through the medium of text which can be in the form of symbols which become a medium for communication.
4. The interactions that occur do not necessarily require the same status and level of knowledge. Social status and position that create stratification do not apply on social media.

Susan Herring (1996) in Lauren Kurnia Tjokro (2016) said that CMC is communication that takes place between humans via computer instruments. Meanwhile, John December (in Lauren Kurnia Tjokro 2016) added that CMC is a process of human communication via computer, involving a person, located in a certain context and involved in the process of forming media for various purposes.

METHODS

The research entitled Netnography Study of Covid-19 Vaccination on Deddy Corbuizer's Youtube Podcast uses a qualitative descriptive research method with a netnography approach, later the author will use qualitative data which will be described descriptively. Moloeng (in Angki Aulia 2013) explains that qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject holistically and by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods. According to Sugiyono (in Angki Aulia 2013) descriptive qualitative methods are research methods based on the philosophy of postpositivism used to research on natural object conditions, where the author is the key instrument of data collection techniques carried out in triangulation, data analysis is inductive / qualitative, and qualitative research results emphasize meaning rather than generalization.

This research uses the netnography research method, which is an approach to using ethnography when conducting research on communities and cultures on the internet (Kozinet in Umar Suryadi 2011). A distinctive feature of the netnography method is to replace field studies with computer-based communication, especially via the internet. Bowler Jr (in Lidya Wati) netnography is also a method for studying the cybernetics space (cyberspace) of textual information to study the culture and society that exists and appears online. Furthermore, Bakry said that the netnography method involves far more qualitative research principles than just describing, telling, or cataloging the words or actions of people in a community on the internet. In the netnography method, online observations and interactions are considered as cultural reflections that produce deep human understanding. As in ethnography, netnography methods are naturalistic, immersive, descriptive, intuitive, adaptable, and context-focused.

RESULTS

After reading the archive in the form of comments on Youtube, participating and engaging and making immersion notes, the author then takes 100 (one hundred) comments that have a large number of likes, comments that get replies from other netizens and comments that contain statements that are quite often posted by netizens in the podcast video. Furthermore, from the 100 (one hundred) comments, the author conceptualizes and finds at least 24 (twenty-four)

abstractions and the results get there are 5 (five) main topics that are most widely expressed by netizens on Deddy Corbuzier's Youtube podcast comment posts. The following are the 5 (five) main topics found by the author:

Table 1 Research Results, 2022

Category: Trusting/pro-vaccine	Category: Educated Kyalayak	Category: Competent and great speakers	Dramatization of a true story	Expectations/vision (future)
<p>Definition: Posting comments that believe in and support the provision of vaccination activities to be organized.</p> <p>Example comment: Fellow countrymen and countrymen, Let's support the Vaccine Nusantara together.</p>	<p>Definition: A comment on Youtube that reveals a new perspective on a case gained from watching the podcast video.</p> <p>Example comment: After watching this I decided to get vaccinated and invite my entire family and people near me to get vaccinated, thank you om deddy thank you for the very valuable information</p>	<p>Definition: A comment in the comment section that describes and expresses the greatness and ability of the interviewee.</p> <p>Example comment: This minister is good even though he is not a doctor. His logic is very ethical. I'm happy to see it. Good health and continued success, sir.</p>	<p>Definition: Comments on YouTube that relate the case to an existing story. Social media users compare the similarities between the case and the real-life story.</p> <p>Example comment: At the beginning, I didn't want the om ded vaccine and yesterday I tried the vaccine, thank God there was no effect ... Healthy health goes back to the mindset of each of us, everything that happens to us is destined by Allah.</p>	<p>Definition: Comments on Youtube that contain hopes or beliefs regarding a future case.</p> <p>Example comment: A really useful podcast, hopefully more people will be aware of prokes. Thank you om deddy and pak budi for taking the time to provide insight into covid. Always healthy for all of us.</p>

By categorizing netizen comment posts into 5 (five) categories, it will help the author to see how Indonesian citizens respond in understanding the Covid-19 vaccination through Deddy Corbuzier's Youtube podcast video. This category is obtained after the author has coded the data that has been analyzed. Coding is the process of giving codes, where the author identifies and labels each data that is relevant to the research question. After repeatedly reading the coding data and seeing the relationship between the codes, then the author can obtain concepts that categorize the coding.

Depiction of Attitudes Supporting Vaccination Activities

Covid-19 vaccination is one of many government programs in tackling the Covid-19 outbreak. As stated in Presidential Decree No. 12 of 2020 concerning the determination of the non-natural disaster of the spread of the 2019 corona virus disease (Covid-19) as a national disaster. The government's issuance of a policy to vaccinate against Covid-19 has received many reactions and responses from Indonesian netizens. At first, many netizens did not support this vaccination policy. However, as time goes by and more education is received about the benefits of vaccinating, many netizens are starting to support this activity.

Here are some examples of comments from netizens. Come on, let's get vaccinated, let's obey health protocols. We are willing to implement PPKM. PPKM only limits our steps but not our fortune. God's fortune is in control. Keep the spirit and be kind to Allah SWT. (Pi No) Fellow countrymen and countrymen, come on, let's all support the Indonesian Vaccine. 🙏 (Dion E. Suryawibawa) This is the reason I recommend that all my family get vaccinated. We are not



afraid of death but for the good of all and to protect all. Thank you, sir, Minister of Health, thank you, Master Dedi. Continue to educate netizens, Master Dedi. (Gembor Revelation)

The point is... DON'T UNDERSTAND SAR-Cov2 (Covid-19)!!! Get vaccinated immediately when you have the opportunity to get it! #AYOVACCINATION (Mery Handayani) Not only describing forms of support for vaccination, here netizens also provide comments containing their personal experiences and what benefits they get after getting vaccinated. Many netizens previously did not want to vaccinate because of the large amount of unclear information appearing on social media. There are a number of hoaxes circulating in the community regarding the Covid-19 vaccine, as reported by (Shalihah, 2021), including: the vaccine can change the genome, the vaccine is still in the clinical trial stage, the vaccine contains vero cells, the vaccine contains weakened viruses and the vaccine contains preservatives. Apart from that, there are also a number of hoaxes circulating as reported in (Hakim, 2021), including: the hoax about the existence of a chip in the vaccine, the hoax about the death of Danramil Kebomas Gresik after being injected with the Covid-19 vaccine and the hoax about students in Jember becoming victims of the Sinovac vaccine.

However, amidst the many hoaxes circulating, there are quite a few trusted sources who continue to try to educate netizens about this vaccination program. The government also provides a web page <https://covid19.go.id> which can be used by netizens to check the truth of news about Covid-19 vaccination. Apart from that, the content created by several content creators also has an impact on changing the attitude of netizens towards receiving Covid-19 vaccination.

Here are some examples of comments from netizens. My mindset about Covid has changed at this time. Thank you, Uncle Ded (Weka Ndud), before I wanted to get a vaccine, I was still afraid...after seeing this podcast, I immediately wanted to get a vaccine...the discussion was very useful. (Lidya Ariyani) Indirectly, because DC got Covid and believed in vaccines, the government got netizens' support for vaccines. (Psychology Lecture)

Because of this podcast, it convinced me to take the vaccine..Thank you D.C (Said Ahmad) This content is very important, so I understand more. Come on, everyone who needs to be vaccinated, get vaccinated immediately so that we have soldiers in our bodies. Excellent explanation, Minister and Deddy. (Hype Media) In the comments column of the video podcast, the author saw lots of comments from netizens who supported this vaccination activity. Not only conveying support for vaccination, but here netizens also share information about the benefits they get from vaccinating.

Educated Netizen Category

After reading the comments posted on this podcast video, the author saw that many Indonesian netizens felt educated about vaccination. The explanation in this video also changes people's perspective regarding vaccination.

Here are some comments from netizens: Thank you Deddy for sharing this podcast. I heard it over and over again. There's a lot to learn. I am proud that our country has many quality people. Good job. (Patience Jakarta) Thank you very much for the education provided via this podcast. Ded's enthusiasm, to always do good things in one way like this. (Yufita)

MashaAllah, this is a must-watch knowledge, netizens will be smart... thank you uncle ded (Hiqmawati Miqayla) Very informative, I watched it many times until I really understand what the delta variant, cytokine storm is like. I also share it in the WA group so that you can get this knowledge because there are still people who feel strong and healthy. Thank you uncle ded. (Iusita wati) A podcast that is very educational, so you remember to always exercise regularly.. (Space Joy) On Indonesian TV there needs to be a program like this... which educates Indonesian netizens... Not the soap opera shows that are reproduced which actually don't have a good impact for netizens..... (Wyn Adiyanto) Is there anyone here who after watching this

video is not afraid of vaccines hahaha. It's really learning, bro. (Fikhri Nur Fauzi) Oh GOD, I'm watching this, it's really mind-opening, all Indonesians must watch it until it's finished (Damir Handoyo)

From the start of the Covid-19 vaccination activity in Indonesia, the government immediately campaigned for this activity to be carried out by people who have the right and meet the requirements for vaccination. However, currently there are still many people who do not believe it and even think that this is just a conspiracy and political business. As time goes by and more and more information about vaccines is discussed on social media by experts and public figures, this can help correct public perceptions that are influenced by hoax news that is already circulating.

In this video, the narrative regarding information about Covid-19 vaccination is discussed clearly and uses language and word choices that can be easily understood by netizens. Explanations by informative sources are also sources that netizens can trust regarding vaccination itself.

Competent Resource Category

Competent sources are one of the factors for the success of an interview so that the information to be conveyed can be well received by netizens. In this podcast, the resource person, Mr. Budi Gunadi Sadikin, is a corporate professional from Indonesia and has served as Minister of Health of the Republic of Indonesia since December 23 2020, replacing Terawan Agus Putranto. Budi Gunadi Sadikin is the second health minister who does not come from a health background after Mananti Sitompul. Nevertheless, Budi Gunadi's performance as health minister cannot be doubted and has even received a lot of praise from netizens. This can be seen in how he overcame problems during the Covid-19 pandemic. Even in this podcast video, he was also flooded with praise from netizens. Many netizens think that his way of speaking and delivery means that the information conveyed can be understood well.

Here are some examples of netizens' comments: This is proof that the health minister does not have to be a doctor, his explanations are easy to understand, his nature is calm, he seems to be in control of the problem. Always healthy, Mr Budi. (Pedestrian Tracks) Very clear explanation and definitely correct information, thanks Mr Minister of Health and Om Ded (Dara Ngemil) Salute to Mr Minister of Health... repeatedly saying I'm not an expert when asked about things that are not in my field... not like netizens Those who comment are like experts in all fields...hehehe (Angga Widi Saputra) Have quality and intelligent chats, often invite chat partners who have quality and broad insight... Good luck, Bung Deddy (Amel Dwi)

Great, useful sharing. Mr. Minister is humble and works with a sincere heart, and Mr. Dedy's questions represent the contents of netizens' heads regarding this pandemic problem. Thank you (Divy Hartadi)

In this comment column, the author can also see that if information is conveyed well, it will be easier for netizens to understand. Apart from that, this podcast also helps in campaigning for the government program, namely Covid-19 vaccination. Apart from being a competent and insightful source, the interviewer in this video also has in-depth knowledge, including Deddy Corbuzier's experience when he was exposed to the corona virus. This adds to netizens' insight into the importance of vaccination.

Category: Dramatization of a True Story

This category refers to comments from netizens who relate stories of personal experiences to what was conveyed by the resource person and host in the video. This is done to provide justification that vaccines are important and not a conspiracy or a game of political elites. Dramatization of true stories can also give other netizens an idea of what each other experienced so that they can change their perspective from before.



Here are some comments from netizens: At first I didn't want the vaccine, uncle ded, and yesterday I tried the vaccine, thank God, it didn't have any effect. Healthy and healthy goes back to our own mindset. Everything that happens to us is God's destiny (Hartini Video) Yes, that's right, exercise and A healthy lifestyle can save us..... Because I almost died 3-4 times but was able to survive because of the effects of exercise and a healthy lifestyle.... Healthy greetings to Mr. Deddy Corbuzier and everyone. (wandatyas)

Seeing uncle Deddy survive made me enthusiastic, and motivated me that my father would also be able to survive, after 6 days of intensive care in the HCU room. (Syamil Dodo) It's like Uncle Deddy's computer has big RAM, fast CPU, big hard disk. But without a vaccine, the computer doesn't have antivirus. (masyola)

Netizens dramatized Deddy Corbuzier's character, both physically and from personal experience. This dramatization was carried out, among other things, by comparing Deddy Corbuzier with a PC computer. If a good computer is not protected with antivirus, it will be susceptible to damage. Likewise, netizens say that if Deddy Corbuzier's healthy body is not protected by a vaccine, he will still be at risk of contracting the corona virus.

Hope/Vision Category (Future)

Deddy Corbuzier's experience of being exposed to the corona virus can provide netizens with a new picture and perspective regarding the importance of vaccinating against Covid-19. Even though you feel like you have a strong body and physique, that doesn't mean that someone doesn't need a vaccine to protect them from the virus that is currently hitting them. In the midst of a pandemic, a healthy lifestyle should be balanced with vaccines. Some examples of comments from netizens, Mr. Minister, please provide maximum support for the Indonesian vaccine (dendritic). Maybe you can start by double-checking BPOM's SOP regarding Covid-19 so that it can be a solution for the Indonesian vaccine (Yulis Lis)

Minister Budi, please give us a policy if there are people who haven't been vaccinated, so we can respect the ethical issue of prioritizing the elderly. And it is also possible that those who have not been vaccinated have comorbidities, so the issue of restrictions or administrative requirements can be reconsidered so that they are given relief in their daily activities. 🙏🙏🙏 (Budi Purwanto)

I'm really grateful that I've had the Sinovac vaccine twice... hopefully netizens can get the booster vaccine too (Suriani AA) Mr Minister of Health, please audit all hospitals so that they don't infect all the patients who are receiving treatment (afifa farha) this is a good conversation and full of information... one The only thing missing, Deddy C, is not wearing a mask...! Even though you are already healthy, PROCESS is still there (Mr Djohan) Unfortunately the Minister didn't come down... Now many PCRs in community health centers refuse on the grounds that they are over capacity and if there are no symptoms they are considered cured, there is no need for PCR.... (tia789)

Netizens' comments in this category can be used as evaluation material for the government so that it can improve its performance for the better in the future. Apart from that, in the comments column of this video, several netizens also commented on the conditions in the area where they live and provided several suggestions which could later be improved by the government in carrying out Covid-19 vaccination activities.

DISCUSSION

The results of this study show that there are 5 (five) main topics that are most often discussed by netizens in responding to Deddy Corbuzier's Youtube podcast videos. The author here classifies netizen comments into several categories, namely the category of believing / pro to vaccines, the category of educated citizens, the category of competent and great sources, dramatization of true stories, and hopes / visions (future).

In the first category, the author sees netizens who support Covid-19 vaccination activities, some of whom have supported the vaccination activities from the beginning or started supporting vaccination activities after watching this podcast video. Here the author sees that this podcast video can be a reference for netizens who still do not understand the benefits of doing vaccines. Apart from being an entertainment media, social media can be used as a source of knowledge to avoid hoax news that continues to circulate. In this category, many netizens consider that Deddy Corbuzier is a trustworthy and intelligent figure, so that when he is attacked by the corona virus, netizens will trust the experiences that Deddy Corbuzier has gone through. Warganet considers that Deddy Corbuzier is the chosen person to be able to share his personal experiences with netizens. The podcast that Deddy has is a podcast that contains educational and informative discussions. In addition, on Deddy Corbuzier's podcast videos he has invited many important and famous people from various circles such as ministers and state officials and he has also interviewed Dwayne Jhonson on one of his YouTube content. So that he earned the title Father of Youtube Indonesia by netizens.

The second category in this research shows the number of netizens who feel educated by Deddy Corbuzier's podcast with Mr Budi Gunadi. The dialogue between Deddy and the Minister of Health was considered effective because it was able to generate understanding and influence and give rise to the attitudes of netizens who watched the video podcast. Apart from that, the conversation between Deddy and the Minister of Health is also two-way communication and good delivery and supported by trusted sources can make the information to be conveyed acceptable to netizens so that they judge that this content is useful content.

The third category in this research is the category of competent and great sources. It is common knowledge that Deddy Corbuzier and Mr Budi Gunadi are two smart people and have broad insight. Even though Mr. Budi Gunadi does not have a health background, he has proven that he is competent to serve as Minister of Health of the Republic of Indonesia. Netizens also really like Mr Budi Gunadi's humble way of speaking and attitude. These two attitudes also contributed to netizens being able to understand what he said. Netizens also think that Deddy Corbuzier can be trusted, this can be seen from Dedy's previous YouTube podcast. On every YouTube podcast Deddy Corbuzier invites public and government figures to discuss a current issue, he usually always acts neutral, firm and open. So this can be a bridge between the government and society.

The fourth category is a dramatization of a true story. What is meant by this category is how netizens relate the content of the video to netizens' personal stories and experiences. Some feel motivated, change their minds and perspectives from before. Some netizens are sharing about the healthy lifestyle they have been living and still balancing their bodies with vaccines. There are also other netizens who regret not having the vaccine and want to get the vaccine as soon as possible. The dramatization of a true story in this comments column can be used as an example among fellow netizens there.

The fifth category is hope/vision (future). This category contains the hopes of netizens which can later be implemented by the government in carrying out vaccination activities in Indonesia. In this category, the author sees netizens being optimistic in facing the Covid-19 pandemic. Netizens feel that several policies are inappropriate so they hope that this can be corrected in the future.

In March Smith's theory (Lidya Wati, 2018) he states that interaction does not require the existence and similarity of location between users. This means that the interaction that occurs does not require the sender and recipient of information to be at the same time and location. In this research object, the interactions that occur have different time settings and locations. Netizens who accessed this video were in different locations and times and spread throughout the region. Interaction can still occur as long as netizens are still connected to the internet network to access the podcast.



March Smith also revealed that interactions can be conditioned according to the time the user wants when connected to the internet. Communication also occurs in the same time and space and can be different, where netizens who access the video can interact at any time with the video comments as long as they are still connected to the internet. Interactions like this will still occur even if the video is uploaded and the participant who comments is a long time apart.

Interactions also occur through the medium of text, where in the video podcast netizens comment by conveying messages through text and symbols. These texts and symbols become online traces and artifacts (culture) which are the objects of research in netnographic methods. Furthermore, the interactions that occur do not necessarily require the same status and level of knowledge. The interactions that occur on social media are interactions that are very open and have a wide scope so that anyone can interact in them. Social status and position that create stratification do not apply on social media.

This research was conducted to be able to see the culture that exists on social media widely and quickly as well as how social relations are on the social media network itself. So it can provide an idea of what the culture is like on Deddy Corbuzier's YouTube podcast video comments page. With this research, the author also wants to provide an illustration that a video on social media can influence and provide changes in the attitudes of audiences in the real world, from people who previously were not sure about getting the Covid-19 vaccination to becoming confident about getting the Covid-19 vaccination. The author sees that vaccines are very important for society to increase herd immunity so that it can help break the chain of spread of Covid-19. Apart from that, vaccines are useful for protecting oneself from the corona virus and can provide a sense of security for people when interacting in public spaces.

Apart from the four aspects of CMC theory as mentioned by March Smith, in this research the author discovered several new things such as; First, your self-image as a content creator is formed through quality video podcasts by inviting competent speakers who have knowledge of the issues being discussed. So Deddy Corbuzier is currently one of the content creators who is trusted and has the greatest influence in providing education about an issue that is currently being discussed through podcasts. Second, the language used tends to be the same among netizens on the comment page. In this research, the author saw that some netizens who agreed with other netizens' comments would reply to the comments by using similar sentences or giving likes to the comments as a form of expression of agreeing or having the same response.

CONCLUSION

1. The category of trusting/pro vaccines, on the page posting comments on the video, the author sees that many netizens who were already enthusiastic about vaccination after watching this video have become more supportive of vaccination activities. Meanwhile, netizens who previously did not support and underestimated vaccines after watching this podcast video began to show an enthusiastic attitude towards vaccines which can be seen in the comments column.
2. The educated audience category, after watching the video, many of the netizens gained new knowledge about the importance of vaccination. So that the video is considered by netizens to be very educational about vaccination.
3. The competent and great resource person category, the video can be considered educational as in the previous explanation, one of which is due to the competent resource person. In addition to being competent, the insights they have and their polite speaking style make many netizens praise the abilities of the resource persons. The importance of the insights possessed by the resource person is also influential in changing the perspective of the netizens and adding to the netizens' insights.
4. Dramatization of a true story, This category refers to the comments of netizens who relate the story of their personal experience to what is conveyed by the sources and hosts in the

video. This is done to justify that vaccines are important and not a conspiracy or a game of political elites. Dramatization of true stories can also give other netizens an idea of what each other is experiencing so that it can change the perspective from the previous one.

5. Hope/vision (future), netizen comments in this category can be used as evaluation material for the government so that it can improve performance for the better in the future. In addition, in the comments column of this video, some netizens also commented on the situation in the area where they live and provided some input that could later be improved by the government in carrying out Covid-19 vaccination activities.

LIMITATION

1. As one of the podcast content that is the most watched reference for Indonesians, hopefully Deddy Corbuzier's Youtube podcast always invites sources who are experts in their fields so that they can add insight to the community and avoid hoax news that continues to circulate.
2. For further research that also uses netnography, this research should be a reference for readers. It is necessary to modify the categories according to the findings of each study and conduct more in-depth research.
3. For the community, hopefully this research can be useful in increasing knowledge and to see how other netizens respond to a topic through posting comments.

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