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Commercialization of Vaccine in the News of Omicron Variant in Indonesia on Online Media

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ABSTRACT

This research aims to analyze the commercialization of vaccines delivered in the news of Omicron variants in Indonesia on online media. This research is descriptive qualitative research using critical discourse analysis. Data from this study is vocabulary and grammar (lexicogramatics) in the news of Omicron variants in Indonesia on online media derived from news text in written online media detik.com and liputan6.com published during January 2022. The results of this study include ways detik.com and liputan6.com in constructing the commercialization of vaccines in the news of Omicron variants in Indonesia using lexical and grammatical analysis from Roger Fowler's model. Both online media use the construction of passivation grammar with the most findings. On the site detik.com found the use of this criterion as much as 14 data from 24 units of data with a percentage of 58.3%. While on the liputan6.com site found as many as 12 data from 34 units of data that included criteria for grammatical construction with a percentage of 35.3% in showing the commercialization of vaccines in the news about Omicron variants in Indonesia during January 2022. On the other hand, detik.com does not make the vocabulary of discourse battles a priority in its reporting while liputan6.com does not make marginalization vocabulary a priority in its reporting. This illustrates that each media has its own way of constructing a meaning, especially about the commercialization of vaccines that are the topic of this research

INTRODUCTION

Since November 2019, Novel Corona Virus Disease, known as Covid-19, began to spread in Wuhan, China and spread to all corners of the world including Indonesia. Although vaccination for the first and second doses of Covid-19 has been given to most Indonesians, it turns out that this virus mutates into various types of new variants, one of which is the Omicron variant. The high number of patients exposed to this variant of Omicron in Indonesia is the beginning of the third wave of the Covid-19 pandemic. (Arjanto, 2022) This leads to various polemics in the society.

Polemics that spread in the society are not only related to the exposed areas but also about the effectiveness of the Covid vaccine that has been done in two stages of dosing according to the type of vaccine given. There are at least ten types of Covid vaccines used in Indonesia, namely sinovac, astrazeneca, sinopharm, moderna, pfizer, novavax, janssen, convidencia, zifivax and sputnik-v. (Rafie, 2021) These ten types of vaccines have obtained permission from BPOM to be given to the people of Indonesia. The sinovac and sinopharm vaccines are from China, astrazeneca comes from the UK, while pfizer's vaccines are from Germany, and moderna and novavax are from the United States. The manufacturers of these vaccines admit to have benefited in no small amount. For example, vaccine manufacturers Pfizer, Biontech and Moderna reportedly make a combined profit of US \$ 65,000 or equivalent to Rp 924.95 million (exchange rate rp. 14,230) every minute. (Indraini, 2021) The public questioned and suspected about the existence of commercial elements in the condition of emergency in society in the third wave of this pandemic. In addition, the news of the Omicron variant in Indonesia with high intensity led to multi-interpretation of the intention and purpose of the news.

Mass media as intermediaries in communicating messages to the public also vociferously do preaching related to this variant of Omicron both domestic and foreign mass media. This makes the Omicron variant a viral topic that has

been discussed lately so that the public becomes interested and find out about things related to this virus. In Indonesia, Omicron cases have reached 2,980 cases and this has led to Indonesia being ranked 40th in the world. (Deni, 2021) This is also a trigger for various types of local mass media in Indonesia to race to deliver preaching about the Omicron variant in Indonesia. Not only conventional media and electronic media but online media also compete in loading news about this topic in various kinds of language packaging.

The media plays a role in forming consensus in society. Through this consensus the media functionally places itself in society. The formation of consensus occurs through a complicated, complex process and involves the social forces that exist in society. Media is not simply seen as a reflection of consensus, but it reproduces and defines a situation that supports an action and delegitimizes another. In other words, there is a certain motive and purpose of a news in the media to the reality that exists.

Related to the news of the Omicron variant in Indonesia, the media holds a hand in the meaning of a reality. Through reporting by reality media can be marked differently on the same event. News also reflects certain social, economic or political ideologies and interests. The results of coverage cannot be objective because journalists are part of a certain larger social structure. Through the language used in the news of the Omicron variant in Indonesia, certain messages and motives are shown. Whether the news is purely a voice of a government that wants to protect its people or contains elements of commercialization aimed at benefiting certain parties or has other motives to build ideology by the dominant group.

The commercialization element in vaccine procurement may be a veiled goal of media coverage because the media can be viewed as a medium for persuasion and a tool for the government to control the public. News packaged in a particular language can describe the relationship between objects and events. Language as a social practice can be dissected and dismantled to see this relationship

through how certain grammars and vocabulary choices carry certain implications and ideologies.

From previous research, researcher know that research on the commercialization of vaccines was conducted by Cassier (2005) under the title 'Appropriation and Commercialization of the Pasteur Anthrax Vaccine' which contains about the commercial exploitation of anthrax vaccines in the 1880s and 1890s that led to technical and commercial monopolies by Pasteur laboratories as well as the establishment of commercial companies to spread vaccines abroad. In addition Kurnaz & Aksan Kurnaz (2021) once raised the title 'Commercialization of Medicinal Bioeconomy Resources and Sustainability' which contains about different strategies undertaken for sustainable management of commercial collection of biological resources, alternative cultivation strategies and sustainable circular economy approaches. Powell et al. (2016) have also researched the media content of vaccines in Canada and the USA through research entitled 'Media content about vaccines in the United States and Canada, 2012–2014: An analysis using data from the Vaccine Centimeters'. Bagheri et al. (2021) conducted a study entitled 'Popularity of Patent Commercialization Policies: Iran as a Case' which revealed about the popularity of government policies aimed at supporting the commercialization of patented technology in Iran through state-backed media coverage. Kristensen et al (2011) conducted a study titled 'Vaccine Stabilization: Research, Commercialization, and Potential Impact' which revealed that public sector institutions can incentivize vaccine developers to prioritize stabilization efforts through advocacy and by implementing policies that increase demand for thermostable vaccines. In addition, Pérez-López & Mir (2021) conducted a study entitled 'Commercialized Diagnostic Technologies to Combat SARS-CoV2: Advantages and Disadvantages' which analyzed commercial technologies for genomic-based sensing and antibody/antigen detection methods aimed at the diagnosis of Covid-19.

In general, previous studies have discussed the linkages of commercialization, vaccines, media, and government with various patterns of writing but there has not been found research that uses lexical and grammar tools in revealing the linkage of these keywords. To that end, the study sought to use these tools in constructing the commercialization of the vaccine in the news of the Omicron variant in Indonesia delivered by online media.

This research aims to analyze the commercialization of vaccines delivered in the news of Omicron variants in Indonesia on online media. Researcher expects the results of this study to contribute or usability both theoretically and practically.

Theoretically the findings in this study can add and be input in constructing the commercialization of vaccines in the news of Omicron variants in Indonesia which is becoming a hot issue discussed by the public. In addition, the results of this study are expected to contribute and benefit the development of language science, especially related to the use and development of vocabulary and grammar.

While practically the results of this study can be a source of reference and have various benefits for researchers who want to explore the commercialization of vaccines in the news of Omicron variants in Indonesia, especially in written online media. The results of this study are expected to spur other researchers to conduct further research and explore the problems raised in this study. For students, this research is expected to be used to develop knowledge about Roger Fowler's analytical model on vocabulary and grammar used in this study. While the practical benefits for the community, the results of this study are expected to foster audience awareness in responding to the discourses presented by the media.

Based on the description above, the focus on this study is about the commercialization of vaccines in the news of Omicron variants in Indonesia with the formulation of the problem of how the commercialization of vaccines is conveyed in the

news of Omicron variants in Indonesia on written online media detik.com and liputan6.com.

METHODS

This research is qualitative research using descriptive methods. This research is called descriptive because it attempts to describe, analyze, and interpret data. Furthermore, this study is called qualitative because it is inductive, namely putting the data obtained as a reference to perform analysis, without separating it from the binding context.

Research instruments are key in research while data is truth and empirical i.e. the conclusions and findings of that research. The instrument in this study was the researcher herself. This means that researcher choose which vocabulary and grammar show the commercialization of vaccines in the news of Omicron variants in Indonesia the text of news articles in written online media. Written online media detik.com chosen because almost all channels on print online media occupy the number one position in their field while liputan6.com was chosen because of its high intensity in news on each channel in this media even liputan6.com become the second largest news site in Indonesia according to Alexa Internet, Inc., which is a subsidiary of amazon.com that provides data related to web traffic. During January 2022, on the detik.com site there were 11 articles while in online media liputan6.com there were 10 articles that contained news about the Omicron variant in Indonesia. The articles were then read, marked and understood by using Roger Fowler's lexicogrammatical theory.

This research data is vocabulary and grammar (lexicogramatics) in the news of Omicron variants in Indonesia on online media with primary data sources from news texts in written online media detik.com and liputan6.com published in January 2022. To corroborate this primary data, researchers used other relevant references as secondary data sources. In this study, the collection of research data was carried out by the following procedures: (1) Reading the text of the Omicron variant's news in Indonesia which was published in written online media detik.com and liputan6.com, (2) Choosing

vocabulary and grammar that could potentially reveal the commercialization of vaccines in the news, (3) Presenting vocabulary and grammar findings in the form of tables and diagrams.

While the data is analyzed by passing through three stages of data analysis procedures, namely (1) Data reduction. At this stage there is a synthesis thought process that requires intelligence and breadth and a high depth of insight. While reducing data means summarizing, choosing the main things, focusing on the things that are important to look for, (2) Presentation of data. At this stage the presentation of data can be done in brief descriptions, charts, relationships between categories, flowcharts and the like, and (3) Pulling of conclusions/ proofs. At this stage the pulling of conclusions is carried out based on the facts found.

RESULT AND DISCUSSION

The results of this study include ways detik.com and liputan6.com in constructing the commercialization of vaccines in the news of Omicron variants in Indonesia using lexical and grammatical analysis from Roger Fowler's model. The results were obtained after analyzing data on 11 news texts from detik.com sites and 10 news texts from liputan6.com sites during January 2022. The results of the study can be described through the table below:

Table 1. The Way Detik.Com in Constructing the Commercialization of Vaccines

No.	How to Construct Vocabulary	Sum	Percentage
1.	Clarifying	3	12,5%
2.	Limiting Views	4	16,7%
3.	Discourse Battle	0	0%
4.	Marginalization	1	4,2%
Sum		8	33,3%
No.	How to Construct Grammar	Sum	Percentage
1.	Passivation	14	58,3%

2.	Nominalization	2	8,3%
Sum		16	66,7%
Total Sum		24	100%

Table 2. The Way Liputan6.com in Constructing the Commercialization of Vaccines

No.	How to Construct Vocabulary	Sum	Percentage
1.	Clarifying	6	17,6%
2.	Limiting Views	7	20,5%
3.	Discourse Battle	4	11,7%
4.	Marginalization	0	0%
Sum		17	50%
No.	How to Construct Grammar	Sum	Percentage
1.	Passivation	12	35,3%
2.	Nominalization	5	14,7%
Sum		17	50%
Total Sum		34	100%

From table 1 it can be seen that the construction of vaccine commercialization in the news about the Omicron variant in Indonesia that is most widely used by detik.com is passivation. The using passive sentence by this written online media has an impact on the disappearance of perpetrators from an event. From the findings obtained there are 14 data from 24 units of data included in the criteria of passivation for grammatical construction.

Examples of grammar pasivasi, namely: “*Semua rakyat Jakarta, Jabodetabek akan dipercepat vaksinasi boosternya*”. The use of sentences in passive form in this sentence indirectly directs the focus of the news on all jakartans whose territory is included in the scope of Jabodetabek area. All people are targeted in the event of accelerating booster vaccination carried out by the government. All people are targeted in the event of accelerating booster vaccination carried out by the government. But in this sentence the perpetrator, namely the

government is considered unimportant because the focus of the emphasis of this sentence is as many people as users of the booster vaccine. It also has an impact in the purpose or ideology that wants to be highlighted, namely about the mass consumption of vaccines that become products that are displayed by the manufacturer of the booster vaccine.

The reporting focus briefing on the events that occurred was also used by detik.com. Based on the data collected, there are 2 data from 24 units of data included in the criteria for the construction of nominalization grammar. In nominalization, the subject can be transformed from the perpetrator to the event. Based on the findings, detik.com use this form with the aim of hiding subjects and objects in the news with a purpose/ interest. This form simultaneously directs the reader's point of attention to the event/action itself.

Examples of nominalized grammar, namely: “*Pemerintah berharap pelaksanaan vaksinasi booster dapat merata ke seluruh masyarakat*”. The use of sentences in the form of nominalization in this sentence directs the reader's point of attention to the event itself, which is about how the implementation of booster vaccination to the community targeted by vaccination. Perpetrators who carry out this vaccination, for example, health workers are considered unimportant and are not the focus in the news of this sentence. By using the addition of ‘*pe-an*’ the actions carried out become significant and contain certain goals that want to be constructed by this written online media. The detik.com website indirectly wants to reveal that the government has purchased a booster vaccine to give to the public.

On the other hand, detik.com also uses vocabulary to make classifications to construct the commercialization of vaccines in the news about Omicron variants in Indonesia. It found 3 data from 24 units of data included in the vocabulary construction criteria to make classification. Sites detik.com use this vocabulary in news to lead readers towards certain thoughts that this written online media wants by utilizing certain classification vocabulary. Certain vocabulary is able to lead the reader to make a certain classification of a reality as

presented by this written online media, detik.com based on the classification of words whose meaning can form the same thinking as the media.

Examples of vocabulary make classifications, namely: "*Kita sudah dalam proses **mendatangkan** Pax lovid juga*". The word '*mendatangkan*' brings several meanings, one of which is to enter or import. The use of this word led to the emergence of a classification of an attempt to import Pax lovid which is an antivirus from Pfizer. In addition, using the word bringing this also indirectly gives meaning to the ability of the perpetrator in performing an action either materially or technically so as to create a similar perception between the reader's thinking and the thought of the news writer in this written online media against the words used. Readers will understand the motive of this news that focuses on a transaction that has been done in bringing in pfizer's anti-virus.

The use of vocabulary limiting views is also used by detik.com with a slightly greater intensity than the use of vocabulary to make classifications. Based on the data collected, it was found that 4 data from 24 units of data included in vocabulary construction criteria limited views by a percentage of 16.7%. From the analysis of data conducted detik.com use vocabulary limiting views in the news about the Omicron variant in Indonesia to limit the information and thinking of readers about a reality that is happening.

Examples of vocabulary limit the view, namely: "*Pada saat nanti terjadi lonjakan, obat-obatannya pun sudah siap, **terang** Menkes Budi*". The word '*terang*' here is an action that is done by deciphering and explaining so that something becomes clear. In this sentence, the use of this word provides limits on positive connoted views made by The Minister of Health so that this creates a good assessment of the object of the news. This vocabulary is chosen by this written online media with the aim of forming the reader's thinking that the source in this news looks wise when interviewed. The use of this word has the possibility of the purpose of the site detik.com by naming the source to conduct a good assessment of the object of the

news about the readiness of the government through preventive measures that have been carried out with the availability of sufficient drugs.

Vocabulary to contest discourse does not seem to be a priority to be used by detik.com in its reporting. The use of puns aimed at claiming the justification of a party fighting discourse was not found on the detik.com website in January 2022. However, that does not mean that all written online media do not make vocabulary as a means of justification. Some media use the vocabulary of discourse combat to grab the reader's attention. So, the percentage of vocabulary data about the construction of vaccine commercialization in the news of Omicron variants on this written online media, detik.com is 0%.

While the vocabulary of marginalization is found in a very small percentage. Based on the data collected, there is only 1 data from 24 units of data that include the criteria for the construction of marginalization vocabulary. The use of this marginalized vocabulary tends to be done to isolate the perpetrator from a reality that occurs. That way it is seen that the selection of this vocabulary can form a general opinion to marginalize a particular party.

Examples of marginalization vocabulary, namely: "*Apa yang terjadi pada penduduk yang tidak memiliki kekebalan atau **rawan** itu, kematian ada, ya rumah sakit penuh dan ini yang terjadi di Amerika sekarang*". The use of the word '*rawan*' has the effect of isolating residents who do not have immunity to the Omicron virus. The loss of the immune system one of them can occur because it does not vaccinate so that the use of this vulnerable word focuses on the causal aspects caused by this news object. In addition, indirectly marginalization vocabulary that aims to isolating certain parties can trigger a reaction from those parties to immediately increase immunity so that it becomes not prone to the consequences caused. As a result, the achievement of vaccination is expected to increase.

From table 2 it can be seen that in constructing the commercialization of vaccines in the news of Omicron variants in Indonesia delivered by written online media, liputan6.com also uses

passivation grammar with a percentage of 35.3% with the findings of 12 data from 34 units of data included in the criteria for passivation grammar construction. Just like detik.com, liputan6.com also tried to emphasize the target perpetrators in the news. The use of sentences to eliminate perpetrators in the news that was raised during January 2022 is also the goal that this written online media wants to display. Based on the analysis, liputan6.com is not much different from detik.com who tend to use a form of rating to emphasize the target of the perpetrator in the news.

An example of passivation grammar delivered by liputan6.com, namely: “*Apapun yang **diedukasikan** pemerintah untuk kebaikan kita semua*”. The use of passive sentences in this sentence directs the focus of the news to all things that are beneficial to the good of all described through the word ‘*apapun*’ including vaccination for the whole society. This form of passivation is used to focus the news on the object and parties mentioned in the news. If this sentence is active, namely: “*Pemerintah mengedukasi apapun untuk kebaikan kita semua*” then the perception caused will change because in this sentence the central is the perpetrator of the act of ‘*mengedukasi*’. But by using passive sentences, written online media, liputan6.com trying to highlight anything that becomes educated for the good of the whole society. So indirectly this news also tries to construct the meaning so that vaccination is carried out by the community as a preventive measure against the Omicron variant as directed by the government.

Then, liputan6.com also uses sentence transformation in the form of nominalization to emphasize the news on the events that occur. Based on the findings, there are 5 data from 34 units of data that include the criteria for the construction of nominalized grammar news with a percentage of 14.7%. From the results of the analysis, liputan6.com during January 2022 in delivering news about the Omicron variant in Indonesia using this form with the aim of hiding the subject or object in the news with the aim of constructing the commercialization of the vaccine.

Examples of nominalization grammar used by liputan6.com, namely: “*Pemkot Depok meyakini **pemberian** vaksin dapat meringankan dampak Covid-19*”. The use of nominalization with the addition of ‘*pe-an*’ in the word giving makes the focus of the news focused on the event or action of ‘*pemberian*’ while the subject who performs this action and the object subjected to this action is considered unimportant and not a heavy point that wants to be emphasized. The construction of nominalization grammar in this sentence also indirectly reveals that with the occurrence of this vaccine delivery event, the impact of Covid-19 can be avoided. In other words, the city government has provided vaccines obtained from vaccine manufacturers to be given to the people of Depok.

In addition, written online media, liputan6.com was also found using vocabulary construction to make classifications (Saputri., et al. 2022), In other words, the selection of vocabulary by liputan6.com that has an impact on classifying the reader's thinking is also found in the news of the Omicron variant in Indonesia delivered during January 2022. Based on the data collected, it was found that as many as 6 data from 34 units of data that included vocabulary construction criteria making classifications. From the results of the analysis, this criterion tends to be used by liputan6.com to construct reality while providing judgment through the selection of words with certain groups/classifications. Therefore, selected a class of words whose meaning is close to what this written online media wants to represent.

An example of vocabulary makes a classification, namely: “*Dengan vaksinasi Insha Allah warga **aman***”. The selection of the word ‘*aman*’ makes a classification of the positive connotations evoked by this news. This causes the selection of this vocabulary can lead readers towards positive thinking in accordance with the wishes of the media with a specific purpose, one of which is so that citizens get a sense of security against the transmission of the Covid-19 virus, especially the Omicron variant. In addition, through this classification vocabulary the media indirectly also

reveals about the business actions taken to provide enough vaccines to create this sense of security. It can be seen that words are able to describe reality while providing judgment by using classification/class of words whose meaning is close to what the media wants to represent.

The use of vocabulary limiting views was also found in the news delivered liputan6.com with the findings of as much as 7 data from 34 unit data. Like detik.com, liputan6.com have also an intensity of use of these criteria that is slightly greater than the use of vocabulary making classifications. Recorded a percentage of 20.5% in the news delivered using vocabulary construction limiting views. Based on the findings, the average liputan6.com use vocabulary limiting views in the construction of news to limit the reader's information and thinking about a reality that is happening (Sahrazad, et al., 2021). Language is inherently restrictive so readers are invited to think about understanding as the media wants, not others.

Examples of vocabulary limiting views, namely: "*Salah satu langkah yang diperhatikan adalah dengan **menggalakkan** vaksinasi Covid-19 di Jabodetabek*". The word '*menggalakkan*' has the meaning of increasing or arousing excitement so that this word can help the perception of efforts in increasing vaccination instead of other efforts. The use of these criteria limits the reader's thinking with the limited information they have to reconstruct the reality that occurs through the use of this vocabulary (Widiyanto., et al., 2022)

In contrast to detik.com, the selection of vocabulary by the media aimed at contesting discourse was found in the news delivered by liputan6.com in January 2022. Based on the data collected, there are 4 data from 34 units of data that include vocabulary construction criteria to contest discourse with a percentage of 11.7%. From the results of the analysis, the vocabulary of this discourse contesting tends to be used by liputan6.com to claim the justification of a party who is combating discourse. Sometimes a party uses the media to claim its justification. Then, the other party also gave another affirmation of the truth. This is

what causes the media to become a tool to combat arguments.

Examples of discourse combat vocabulary, namely: "*Tetap tenang dan tidak panik, tetap beraktivitas seperti biasa karena kita sedang **memulihkan** ekonomi*". The word '*memulihkan*' is used by the media to describe a process in making a situation return as good as it was. But those who take action to restore this economy on the other hand have ambiguity in interpreting this news by conditioning that activities are carried out as usual when in reality community activities remain under surveillance and limitations due to pandemics.

Furthermore, based on the findings of the data, the construction of marginalized vocabulary is not a priority used by liputan6.com in its news. Thus the percentage of use of this criterion is 0%. This means that this site does not have a tendency to corner certain parties.

Of these two written online media, the type of construction that is most widely used in showing the commercialization of vaccines in the news of Omicron variants in Indonesia is the type of grammatical construction. Grammar is not only related to technical issues of language and not just about the question of how to write because the form of sentences determines the meaning produced by the arrangement of the sentence (Ati., Et al., 2021). In passive sentences that are emphasized is the target of an action. This is certainly different from active sentences whose emphasis is the subject of an activity. Thus, it can be seen that grammar is able to build a perception as desired by the media.

CONCLUSION

Based on the findings obtained, several things can be concluded about this study. These things are as follows:

Written online media, detik.com and liputan6.com both use the construction of grammar with the most findings. On the site of detik.com found the use of this criterion as much as 14 data from 24 units of data with a percentage of 58.3%. While on the liputan6.com site found as many as 12 data from 34 units of data that included criteria for

grammatical construction with a percentage of 35.3% in showing the commercialization of vaccines in the news about Omicron variants in Indonesia during January 2022. Detik.com does not make the vocabulary of discourse battles a priority in its reporting while liputan6.com does not make marginalization vocabulary a priority in its reporting. This illustrates that each media has its own way of constructing a meaning, especially about the commercialization of vaccines that are the topic of this research.

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