

INTISARI

Sebagai negara dengan penduduk mayoritas beragama Islam, persoalan vaksin halal menjadi isu yang kontroversial sehingga berdampak pada kesediaan publik dalam penerimaan vaksin Covid-19. Kemudahan dalam akses informasi melalui media sosial seperti Instagram membuat permasalahan vaksin halal cepat mendapatkan perhatian publik. Sebagai lembaga yang aktif menyuarakan tentang vaksin Covid-19, Kementerian Kesehatan (Kemenkes) dan Yayasan Konsumen Muslim Indonesia (YKMI) memanfaatkan fitur Instagram untuk menceritakan persoalan vaksin halal kepada publik. Penelitian ini berupaya mengidentifikasi pembingkai konten vaksin halal Covid-19 di Instagram @kemenkes_ri dan @ykmiofficial dengan analisis *framing* dari *Robert N. Entman*. Penelitian ini berfokus menganalisis postingan vaksin halal di Instagram Kemenkes dan YKMI dalam kurun waktu dari awal Desember 2020 ketika vaksin pertama kali tiba di Indonesia sampai April 2022 saat penerbitan putusan Mahkamah Agung. Hasil penelitian menjelaskan jika Kemenkes tidak responsif dalam permasalahan vaksin halal, bingkai halal hanya dimanfaatkan dengan tujuan mempromosikan dan mendistribusikan vaksin kepada masyarakat ketika vaksinasi pertama dan kedua. Sedangkan YKMI sangat fokus menjelaskan permasalahan vaksin halal, bingkai halal dimanfaatkan untuk memberikan peringatan kepada pemerintah dan menegaskan penyediaan vaksin halal pada vaksinasi *booster*.

Kata kunci: Covid-19, vaksin halal, konstruksi realitas sosial, *framing Robert N. Entman*, Instagram.

ABSTRACT

As one of the countries with the world's largest Muslim population, the matter of halal vaccines happens to be controversial issue which has an impact on public willingness to accept the Covid-19 vaccine. Due to the ease of accessing information through social media such as Instagram, the issue of halal vaccines has been rapidly gaining public attention. The Ministry of Health (Kemenkes) and Indonesian Muslim Consumers Foundation (YKMI), the organizations that actively advocate for the Covid-19 vaccine, use Instagram to inform public about issues regarding halal vaccine. This research was conducted to identify the framing of Covid-19 halal vaccine content on Instagram @kemenkes_ri and @ykmiofficial using framing analysis from Robert N. Entman. This research focuses on analyzing the posts of halal vaccine on the Instagram of Ministry of Health and YKMI. The posts analyzed started from the first arrival of the vaccine in Indonesia in early December 2020 to April 2022 when the Supreme Court decision was issued. The result of the study explains that if the Ministry of Health is unresponsive to the matters of halal vaccines, then halal framing is only used for the purpose of promoting and distributing vaccines to public during the first and second vaccinations. YKMI, on the other hand, puts big effort into explaining the issue of halal vaccines. The halal framing is used to warn the government and emphasize the provision of halal vaccines in booster vaccinations.

Keywords: Covid-19, halal vaccine, construction of social reality, Framing Robert N. Entman, Instagram.