



RECEPTION ANALYSIS OF NIGHT CLUB FUNCTIONAL CHANGES AS A COVID-19 VACCINATION CENTER

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Abstract

Many governments enforce strict regulations for entertainment business activities during the pandemic such as banning music concerts, closing KTV bars, and closing of night clubs as one of the major sites for spreading COVID-19. When the government emphasizes people to get vaccine due to the risk of death, Holywings Indonesia creates a unique campaign to invite people to participate vaccines in nightclubs. This research aims to interpret Holywings Indonesia's customer response towards the nightclub functional changes in the COVID-19 vaccination center. This research uses a qualitative approach of reception analysis method and data collection techniques in the form of in-depth interviews. The findings of this research are influenced by these items, such as (1) the gender of the informant, (2) the intensity of the informant's visits to the Holywings nightclub, (3) the duration of the informant following Instagram @holywingsindonesia, and (4) the informant's membership status at Holywings. This research identified that most of the informants were in the category of The Dominant-Hegemonic Position. This explains the informant's acceptance to the functional changes of Holywings Indonesia as a COVID-19 vaccination center. Evidently this has shown that the respondents prioritize their health condition rather than needs for entertainment.

Keywords: Nightclub; COVID-19; reception analysis; new media; Instagram

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INTRODUCTION

The Ministry of Health of the Republic of Indonesia through the website infeksiemerging.kemkes.go.id per July 1, 2021, recorded that there were 2,178,272 confirmed positive cases of COVID-19 in Indonesia and 58,491 deaths related to COVID-19 were reported and 1,880,413 patients had recovered from the disease. This situation has forced the private sector to contribute so that the COVID-19 pandemic in Indonesia will soon subside.

Holywings Indonesia is a company engaged in the beer house, lounge, and nightclub business. However, since the announcement of the PPKM (Emergency Enforce Community Activity Restrictions) regulations on 3-10 July 2021, all Holywings Indonesia outlets have been forced to close operations for dine-in. The company that was founded in 2014 innovates by collaborating with the Indonesia Police, Polda Metro Jaya to vaccinate their member first, then all the people who register.

The Sinovac vaccine is provided for free by Polda Metro Jaya, while Holywings provides several nightclubs that have been converted into COVID-19 vaccination centers. As of July 1, 2021, the Instagram account @holywingsindonesia also informed that there are 9 Holywings Indonesia outlets that carry out the "Vaccine at Holywings Check" program located in Jakarta, Bekasi, Tangerang, and Bandung. Azhari and Apriadi (2020) argues that Instagram is more efficient in conveying or obtaining information than other social media. The impressions of followers on Instagram account for the transfer of club functions are varied, ranging from hating off to gossiping about the halal of vaccination centers held at nightclubs.

A nightclub that has a negative stigma, can even be a place for the transmission of the COVID-19 cluster instead of being a COVID-19 vaccination center. This of course reaps the pros and cons both among officials, night entertainment businessmen, and the public. Holywings' bold move is certainly supported by Hotman Paris, a well-known lawyer in Indonesia who recently announced that he took part in Holywings shares. When the government scares people with the risk of death that threatening to ask for vaccines, Holywings as an entertainment venue dares to carry out a unique campaign to invite people to participate in vaccines at nightclubs.

The objectives of this study include (1) to gain meaning for the audience's understanding and interpretation of the @holywingsindonesia Instagram account during its shift to become a COVID-19 vaccination center; (2) Knowing the contextual factors that allow for different readings of the "Vaccine at Holywings Check" Instagram content; and (3) Knowing the effect of changes in the function of Holywings Indonesia in the lifestyle of Instagram followers @holywingsindonesia.

This research is academically expected to contribute renewable knowledge regarding the analysis of receptions for night entertainment lovers on the new media Instagram. This research is expected to contribute to the scientific tradition of social science, namely the use of models from empirical investigations to the interaction process between mass media messages and audiences, especially the influence of social media in terms of socialization and execution of COVID-19 vaccination activities. The results of this study are also expected to provide information to other nightclub owners or managers regarding the meaning of Instagram followers on the benefits of changing nightclub functions to become a COVID-19 vaccination center. This research is expected to encourage the entertainment industry as their social responsibility to educate the community by sharing social media content related how Indonesia fights COVID-19.

Literature Review

Communication etymologically comes from the Latin word *communis* which means the same, *communico*, communication, or *communicare* which means to make same. Communication suggests a thought, a meaning, or a message is shared equally. Communication is a process that creates a commonness or a unity of thought between the sender and the receiver. Based on two understandings of this communication, can be interpreted in a line It is great that communication is a process of delivering a thought, meaning, or message by the sender to the receiver to achieve unity and common understanding (Mulyana, 2007). Briandana (2016) mentioned that reception analysis explains a broader conception of how audiences might act with texts, to allow the ritual uses of communications in the transmission of media contents from producers to audiences. Previous research regarding audience reception analysis of new media has previously been studied by Hawari (2019) regarding the clubbing lifestyle in the @indoclubbing Instagram account. The results of the study are that the informant interprets the clubbing lifestyle on the @indoclubbing Instagram account as similar to the lifestyle of modern youth. Tusnawati (2017) examines the analysis of audience receptions on the U Mild cigarette advertisement version of "Cowok Tau Kapan Harus Boong". The results show that most of the informants in the Dominant Hegemonic category receive the message that men have clever ways to achieve the desired goals.

Reception analysis on the video *Living with Muslim* with Tommy Lim written by Rinikah (2020) shows that message reception is based on interaction and is not influenced by religious activities. Mefita (2018) examines the phenomenon of the Awkarin celebrity lifestyle with the result that the five informants are active Instagram users, knowing the content and news of the Awkarin celebrity lifestyle. Research on Instagram was also carried out by Azhari and Apriadi (2020) who examined @maknews followers on religious content #Jumatberkah with the results of the study that most of the audiences who gave comments were in the position of Dominant Hegemony.

Research about the COVID-19 vaccine written by Motta (2021) that based on previous insights from social psychology, health communication, and political science research, researchers suspect that Americans will be more likely to vaccinate if they are presented with information highlighting the personal health risks (i.e., the possibility of getting seriously sick), economic costs (i.e., the financial burdens associated with the economy "shutting down" to contain the virus' spread), and/or the collective public health consequences (i.e., the possibility of infecting others; including vulnerable populations) of failing to vaccinate. Acknowledging fears, anger, and other negative emotions while emphasizing the stringent safety and efficacy standards of the COVID-19 vaccine development process and fostering individuals' self-efficacy through vaccination may help to increase vaccine confidence (Chou, 2020). The engagement of community leaders will also make sure that in promoting immunization behavior we consider the many social inequities people experience, and design policy solutions to address immunization barriers (Schiavo, 2020). Warren (2021) recommends ensuring the public is fundamentally giving informed consent to being vaccinated and avoiding mandatory vaccination of entire groups. The proper editorial gatekeeping of science communication via publishing, broadcasting, and sharing factual and scientific information about the COVID-19 vaccines can increase public trust in vaccines (Jin et al., 2021).

METHODOLOGY

This study uses an interpretive paradigm with a qualitative approach. The reception analysis method is one type of qualitative research method with a tradition of audience studies that can be started by paying attention to and examining the focus of the phenomenon of the transfer of function of a nightclub into a COVID-19 vaccination

center and seeing various subjective aspects of the behavior of followers of the Instagram account @holywingsindonesia. Furthermore, the researchers conducted data mining in the form of how the meaning of @holywingsindonesia followers in giving meaning to this phenomenon and the influence on the lifestyle of the audience after the PPKM period ended.

In this study, researchers will use the Instagram account @holywingsindonesia to be analyzed using reception analysis theory. The target of this research is an audience of 10 people who are followers of the @holywingsindonesia Instagram account. Then, the researchers also looked for informants of different genders, male and female. Apart from age and gender, the research target criteria are also seen from the duration of being a follower of the @holywingsindonesia Instagram account, the intensity of visiting the Holywings Indonesia outlet, and the ownership of members in Holywings Indonesia. Data mining was carried out by conducting in-depth interviews with followers of the @holywingsindonesia Instagram account, as well as by identifying the audience's interpretation of knowledge related to the content of "Vaccine at Holywings Check", the opinion of the informant on the program, and the possibility of changing the informant's lifestyle due to the night club they used to visit was turned into a COVID-19 vaccination center.

The data analysis technique that the researcher uses is data reduction; thematic analysis; and narrates the themes according to the patterns found. Techniques for checking the validity of the data in this study include: (1) Credibility, interviews were conducted in-depth and approached with followers of the @holywingsindonesia account; (2) Authenticity, the research is based on interviews with followers of the @holywingsindonesia account regarding the conversion of the night club into a COVID-19 vaccination center; (3) Dependability, by conducting an audit of the entire research process through mentoring with lecturers and (4) Confirmability, confirming the results of interviews with research informants.

RESULTS AND DISCUSSION

Audience Studies Traditions

According to (Hadi, 2019) one of the standards for measuring media audiences is to use reception analysis, the audience actively interprets media texts by giving meaning to their understanding and experience, so that meaning is constructed by the audience through a commitment to an interpretive activity (Hawari, 2019). The audience in this study, Instagram followers @holywingsindonesia is active in interpreting the content "Vaccine at Holywings Check" over the function of the nightclub to become a COVID-19 vaccination center.

Reception Analysis

Reception analysis departs from the interpretive paradigm (Newman, 1997) and can be used to measure media audiences and provide meaning for understanding media texts by understanding how the characters of media texts are read by audiences (Hadi, 2019). According to Lorimer in Hadi (2019), the audience can feel the media as a cultural product and how to interpret what they read, see and hear. Fiske in Hawari (2019) said that reception analysis is the audience as a party who seeks to find the meaning of a message in media texts.

Encoding Decoding Stuart Hall Theory

Instagram followers @holywingsindonesia produce meaning for their interpretation of Holywings Indonesia which has turned its function into a COVID-19 vaccination center through Instagram content.

Encoding

Encoding is a prefix to understand the theory of encoding decoding (Tusnawati, 2017) which is to understand the meaning of @holywingsindonesia's Instagram content related to the conversion of nightclubs to COVID-19 vaccination centers. Figure 1 shows the name of an Instagram account using the hashtag #neverstopflying which means never stop getting drunk. The account category, which was previously Bar, has changed to Brand.



Figure 1: Instagram Account Description

The biography of the @holywingsindonesia account, namely the walk-in vaccine with a syringe logo available in Jakarta, Tangerang, Bekasi, and Bandung. 3 Cover story highlights shown on the @holywingsindonesia account include (1) Free Vaccines, which contain reposts of Instagram stories from audiences who participated in vaccines at Holywings (2) Hw at Home, namely alcoholic beverage menus for delivery services, and (3) Swab Holy, service info, location, and price list for Holywings outlets that serve Rapid Test swab tests and PCR swab tests.

Figure 2 is a photo of a man being injected with the COVID-19 vaccine by a health worker at one of the Holywings Indonesia outlets during the "Vaccine at Holywings Check" activity accompanied by an invitation to free vaccines at Holywings on a different image layer by confirming registration to the WhatsApp number.



Figure 2: Free Vaccine Invitation

Figure 3 shows that this free vaccine program is open to the public and is the result of collaboration between Holywings Indonesia and Polda Metro Jaya with the provision of the Sinovac vaccine from Biofarma.

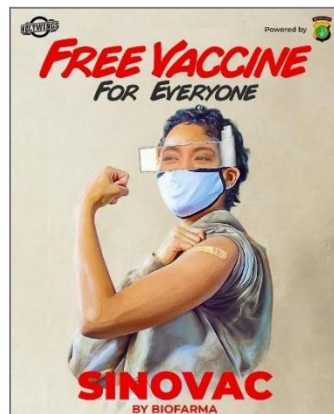


Figure 3: Vaccine for Everyone

Figure 4 shows the COVID-19 vaccination centers available in several outlets such as Holywings Club V Gatsu, Tavarent Kemang, Gold Kelapa Gading, Tanjung Duren, Gading Serpong, Epicentrum, Gunawarman, Forest Bekasi, and Gold Bandung.



Figure 4: Outlet List of Vaccination Center

Figure 5 shows a woman in a tank top with black carding and wearing sunglasses on her head who has participated in the “Vaccine at Holywings Check” activity.



Figure 5: Vaccine Participant

Decoding

Decoding is done by the preferred reading of the results of the analysis of the informants based on the interview transcripts, then the informants are categorized into three audience positions (Rinikah, 2020). Informant 1, the owner of the @rullytingting account, female, aged 21-35 years, more than 5 times visiting the Holywings Indonesia outlet, not a member of Holywings, has been a follower of Instagram @holywingsindonesia for more than 6 months. Informant 1 learned about the conversion of Holywings Indonesia nightclub into a COVID-19 vaccination center via Instagram @holywingsindonesia. The conversion of a nightclub to a COVID-19 vaccination center is an amazing act, but the vaccination activities form a crowd. With the transfer of the function of Holywings Indonesia, the informant hopes to be able to go to Holywings again after the PPKM regulation ends. Based on the results of interviews, informant 1 researcher categorized as Negotiated-Code Position.

Informants 2 account owners @fauzanrno, male, aged 21-35 years, more than 5 times visiting the Holywings Indonesia outlet, not a Holywings member, Instagram followers @holywingsindonesia for more than 6 months. Informant 2 learned about the transfer of the function of the Holywings Indonesia nightclub to a COVID-19 vaccination center via Instagram. According to informant 2, changing the function of the nightclub into a COVID-19 vaccination center is a cool action because Holywings helps the government program in implementing the National vaccination. With the conversion of Holywings Indonesia, informant 2 wanted to go to Holywings again. Based on the results of interviews, informants 2 researchers categorized as Dominant-Hegemonic Position.

Informant 3 is the owner of the @aysnyk account, female, 1-3 times visiting the Holywings Indonesia outlet, not a Holywings member, Instagram followers @holywingsindonesia for more than 6 months. Informant 3 learned about the transfer of the function of the Holywings Indonesia nightclub into a COVID-19 vaccination center through Tiktok @djholly, only after seeing similar content on Instagram @holywingsindonesia. According to informant 3, the conversion of a nightclub to a COVID-19 vaccination center is a unique activity and can be participated in by people who long to enjoy the atmosphere of the club but are hindered by PPKM activities. With the conversion of Holywings Indonesia, informant 3 wanted to go to Holywings after PPKM. Based on the results of the interview, informant 3 is included in the Dominant-Hegemonic Position category.

Informant 4 is the owner of the @ivosimandalahi account, 21-35 years old, female, more than 5 times visiting the Holywings Indonesia outlet, not a Holywings member, Instagram followers @holywingsindonesia for more than 6 months. Informant 4 learned about the transfer of the function of the Holywings Indonesia nightclub to a COVID-19 vaccination center via Instagram @holywingsindonesia. According to informant 4, the conversion of the nightclub into a COVID-19 vaccination center made Holywings a positive reputation by being a COVID-19 vaccination center, but the informant disagreed about the formation of crowds during vaccination which could increase the risk of COVID-19 transmission. With the transfer of function of Holywings Indonesia, the informant hopes that this transfer of function is only temporary and will be able to go to Holywings again in the future. Based on the results of the interview, the researcher categorizes the 4 informants in the Negotiated-Code Position.

Informant 5 is the owner of the @rosidtanjung account, aged 21-35 years, male, more than 5 times visiting the Holywings Indonesia outlet, not a member of Holywings, followers of Instagram @holywingsindonesia within 3-6 months. Informant 5 learned about the transfer of the function of the Holywings Indonesia nightclub to a COVID-19 vaccination center via Instagram @holywingsindonesia. According to informant 5, changing the function of the nightclub to become a COVID-19 vaccination center is a cool action because Holywings Indonesia helps government programs in education and execution of national vaccination targets. With the conversion of

Holywings Indonesia, I want to go to Holywings again to enjoy evening entertainment with friends after the PPKM regulation ends. The results of the interviews made the researcher categorize the 5 informants in the Dominant-Hegemonic Position.

Informants 6 account owners @sonerlotusmax, male, aged 21-35 years, regular visitors to Holywings Indonesia, member, Instagram followers @holywingsindonesia for more than 6 months. Informant 6 found out information about the conversion of Holywings Indonesia nightclub into a COVID-19 vaccination center via Instagram @holywingsindonesia through the contents of "Vaccines at Holywings Check". According to informant 6, the conversion of the nightclub into a COVID-19 vaccination center helps the government's program in education and distribution of national vaccinations, especially for young people who enjoy night entertainment. With the transfer of the function of Holywings Indonesia, informant 6 wanted to go to Holywings again to enjoy the evening entertainment after the PPKM ended, regardless of whether the club had ever changed its function to become a COVID-19 vaccination center. The researcher categorizes informant 6 as Dominant-Hegemonic Position.

Informants 7 @fiangao account owners, male, have visited Holywings Indonesia outlets 3-5 times, not Holywings members, Instagram followers @holywingsindonesia in less than 3 months. Informant 7 found out information about the transfer of the function of the Holywings Indonesia night club into a COVID-19 vaccination center via Instagram @holywingsindonesia through the contents of "Vaccines at Holywings Check". Informant 7 assessed that vaccination at Holywings was too late, so the informant had already registered for vaccination elsewhere. Informants want to enjoy the vaccine atmosphere at Holywings while playing the songs of the sparkling world. According to informant 7, the conversion of a nightclub to a COVID-19 vaccination center also increased the number of COVID-19 vaccination centers and helped increase the number of people who were vaccinated against COVID-19. Informant 7 also added that it would be more exciting if the atmosphere of the vaccine was added to music and alcoholic beverages were provided. With the transfer of the function of Holywings Indonesia, informant 7 will reconsider enjoying night entertainment again at Holywings Indonesia if there is a possibility that Holywings will become a place for COVID-19 isolation in the future. Therefore, the researchers grouped 7 informants in The Oppositional Code Position.

Informant 8 is the owner of the @dedeadityap account, has visited the Holywings Indonesia outlet 3-5 times, is not a Holywings member, and Instagram followers @holywingsindonesia for more than 6 months. Informant 8 learned about the transfer of the function of the Holywings Indonesia nightclub to a COVID-19 vaccination center via Instagram @holywingsindonesia. According to informant 8, the conversion of the nightclub into a COVID-19 vaccination center has made Holywings Indonesia's reputation better known to the public. With the transfer of function, Holywings Indonesia wants to go to Holywings again to enjoy the evening entertainment after the PPKM ends, regardless of whether the club has ever changed its function to become a COVID-19 vaccination center. The researcher categorizes 8 informants as Dominant-Hegemonic Position.

Informant 9 is the owner of the @robyrosyadi29 account, male, aged 21-35 years, more than 5 times visiting the Holywings Indonesia outlet, not a member of Holywings, Instagram followers @holywingsindonesia for more than 6 months. Informant 9 found out information about the conversion of Holywings Indonesia nightclub into a COVID-19 vaccination center via Instagram @holywingsindonesia through the contents of "Vaccine at Holywings Check". According to informant 9, changing the function of a nightclub to a COVID-19 vaccination center is the right action to invite millennials to participate in the COVID-19 vaccination.

With the conversion of Holywings Indonesia, informant 9 wanted to go to Holywings again to enjoy Yakult soju after the PPKM regulation ended. The researcher categorizes 9 informants as Dominant-Hegemonic Position.

Informant 10 is the owner of the @monicairwn account, female, aged 21-35 years, more than 5 times visiting the Holywings Indonesia outlet, not a Holywings member, Instagram followers @holywingsindonesia for more than 6 months. Informant 10 learned about the transfer of the function of the Holywings Indonesia nightclub into a COVID-19 vaccination center via Instagram @holywingsindonesia through the contents of "Vaccines at Holywings Check". According to informant 10, changing the function of the nightclub into a COVID-19 vaccination center is the right action to invite young people to participate in the COVID-19 vaccination. With the transfer of the function of Holywings Indonesia, informant 10 later wanted to go to Holywings again to enjoy evening entertainment after the PPKM regulation ended. Therefore, the researcher categorizes 10 informants as Dominant-Hegemonic Position.

Discussion

Reception Analysis

The encoding of the content of "Vaccine at Holywings Check" as well as decoding of in-depth interviews with 10 informants shows the results of the study as follows:

1. The Dominant-Hegemonic Position. Informants received information without rejection and produced the same message when the message was produced as informants 2,3,5,6,8,9,10 accepted, acknowledged, and agreed with the meaning that Holywings Indonesia wanted, namely the transfer of Holywings' function to become a Covid vaccination center. -19 via the "Vaccine at Holywings Check" Instagram content. Informants who are in the Dominant-Hegemonic Position are all in the age range of 21-35 years, male and female, 6 of 7 informants follow Instagram @holywingsindonesia with a duration of more than 6 months, 5 of 7 informants visit Holywings outlets more than 5 times, and one of the informants is a member of Holywings.

2. The Negotiated-Code Position. In this position, the audience accepts the message but will mix the results of certain interpretations and social experiences. What they had experienced was as informants 1 and 4 who also supported the transfer of the function of the Holywings Indonesia night club to become a COVID-19 vaccination center, but both informants were worried about the impact of crowds that caused the potential for transmission of the COVID-19 virus itself. All Negotiated-Code Position informants are in the age range of 21-35 years, all are female, all have visited the Holywings Indonesia outlet more than 5 times, all are not Holywings members, and all Instagram followers @holywingsindonesia for more than 6 months.

3. The Oppositional Code Position. Audiences who understand the meaning of implied messages in media products, but audiences oppose and have different interpretations of the delivery of messages as informant 7 argues that the conversion of nightclubs to vaccination centers is considered very slow because the informants are already vaccinated elsewhere. The informants also expected that it would be more fun if the vaccination at the nightclub could be accompanied by sparkling world music and alcoholic beverages were provided in the activity. The informant also considered the possibility of Holywings being used as a quarantine place for COVID-19 patients so that he could cancel his intention to be able to visit Holywings again. Informants who are Oppositional Code Positions are in the age range of 21-35 years, male, have visited Holywings Indonesia outlets 3-5 times, are not Holywings members, and Instagram followers @holywingsindonesia in less than 3 months.

Based on the characteristics of the informants, the age range cannot be used as a contextual factor that allows differences in the reading of Holywing's Instagram followers on the Instagram content "Vaccine at Holywings Check" because all informants are in the same age range, namely 21-35 years. The two informants in

the Dominant-Hegemonic Position are all female. Women tend to consider the meaning of the message from the content of nightclub functions to become a vaccination center from the benefits shown to the public but still considering the risk of COVID-19 transmission due to the emergence of crowds in its implementation. It means that women still value health better than entertainment needs. Therefore, gender can be used as a contextual factor that allows differences in reading in this study.

The intensity factor of the informant's visit also affects the position of the informant's analysis, as for the Dominant-Hegemonic Position it is dominated by 5 of 7 informants who visit Holywings more than 5 times, and 1 informant is a regular visitor to become a member. For the two Negotiated-Code Position informants, both made visits to Holywings more than 5 times and for the Oppositional Code Position, he has only visited the Holywings Indonesia outlet 3-5 times. It can be concluded that the higher the intensity of the informant's visit to the Holywings outlet, the informant can more accept and agree with the meaning desired by Holywings Indonesia, namely the transfer of the function of the nightclub to a COVID-19 vaccination center. It refers to customers' social status, money they spent, and their pride by visiting Holywings several times.

The duration of following Instagram @holywingsindonesia is a determining factor in the analysis because, for the Dominant-Hegemonic Position, 6 out of 7 informants are followers of Instagram @holywingsindonesia with a duration of more than 6 months. For the Oppositional Code Position, all informants have followed the @holywingsindonesia Instagram account for more than 6 months, while the informants who are in the Oppositional Code Positions have only followed Instagram @holywingsindonesia for 3-6 months. It can be concluded that the duration of following Instagram @holywingsindonesia can be used as a factor that affects the position of the informant's analysis. Being a member of Holywings makes informants more sensitive to the meaning shown by the content of "Vaccine at Holywings Check" as informant 6 as the only member of Holywings can catch the message that Holywings is being used as a center for COVID-19 vaccination, especially for fans of nightlife and the glittering world. Informants 9 and 10 who are not members of Holywings agree by saying that Holywings targets millennials and young people, but the ability to decode content is not as sharp as informant 6 who is a member of Holywings. The three informants are informants with a Dominant-Hegemonic Position.

CONCLUSION

The findings in this study are mostly informants in The Dominant-Hegemonic Position category, several informants in the Dominant-Hegemonic Position category, and a few informants in the Oppositional Code Position in the process of decoding Instagram followers @holywingsindonesia towards the functional changes of nightclubs to COVID-19 vaccination center. Analysis of receptions for Instagram followers @holywingsindonesia towards the conversion of nightclubs to COVID-19 vaccination centers in this study can be influenced by (1) gender of the informant; (2) the intensity of the informant's visits to the Holywings nightclub; (3) the duration of the informant following Instagram @holywingsindonesia; and (4) the membership status of the informants at Holywings.

Nine informants consisting of Dominant-Hegemonic Position and Negotiated Code Position interpreting the functional changes of Holywings Indonesia as only temporary so that it does not affect the lifestyle of informants who like to visit Holywings night clubs and hope they can chill and enjoy the time again in Holywings as their main function, as a night club. They also accept the functional changes of Holywings Indonesia as a COVID-19 vaccination center because they can prioritize citizen health needs rather than their secondary needs

which are entertainment. after all the people get vaccinated. In contrast to 1 informant of the Oppositional Code Position who considered returning to Holywings night club if after becoming a vaccination center, the informant interpreted the content with the possibility of Holywings being used as an isolation place for COVID-19 patients.

Researchers have not found similar previous journals related to reception analysis on new media content containing information on the conversion of nightlife venues into COVID-19 vaccination centers. It is hoped that with this research, other researchers can conduct similar research for the development of communication science, especially in the analysis of texts and new media with the theme of the COVID-19 pandemic.

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