

UNIVERSITI TEKNOLOGI MARA

**THE INFLUENCE OF SOCIAL MEDIA ON
SOCIAL PERCEPTION OF VACCINE
COVID-19. A STUDY CASE AMONG THE
VILLAGERS IN KAMPUNG SERKAM**

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Abstract

In this epidemic era, social media plays a critical role in delivering information to its consumers. Apart from that, social media can have a significant impact on a person's life, particularly for those who are readily persuaded, whether young or old. Researchers have already conducted studies on the impact of social media on young people in this scenario. This research tries to elucidate the issues people encounter when they are easily affected by powerful organisations like celebrities. Furthermore, the researcher wanted to investigate what they had discovered on social media concerning the covid-19 vaccine. In this study, the researcher also stated several factors that cause a person's refusal to receive the Covid-19 vaccine. The researcher uses the qualitative method which is interview method to obtain relevant information from the respondents. The researcher conducted the interview session online as it is important to avoid meeting people to avoid the unwanted virus infections. Based on this study, the researcher found that a small amount of the respondents affected with what they saw and read on social media. Therefore, the hope from this study is people can open their eyes to not easily spread the badness of something to prevent from the worse things happen.

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