

Online Platform of Doctor Consultation on Interest in Pharmaceutical Products

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Abstract

Current technological developments have had an impact in the health sector, such as health consultations that can be done online via mobile phone applications or through websites. The purpose of this study was to determine the effect of the online doctor's consultation platform on interest in pharmaceutical products. The research method used is the descriptive qualitative method. The rationale for this method is used because this research wants to know about phenomena that exist in natural conditions, not under controlled, laboratory, or experimental conditions. The results showed that based on observations in the field, doctors are still a trusted source of information for the public in the process of seeking health information. Doctors are opinion leaders in terms of health and can have a large enough impact on the community to use pharmaceutical products. Many benefits can be obtained from virtual consultation services with doctors. Respondents revealed that the use of online consultations with doctors has shortened the time, schedule, or hours of consulting services that are arranged flexibly to contact doctors when needed. In addition, the responsive service makes respondents feel helpful by conducting online consultations because it does not take too long, such as waiting for an appointment to meet a doctor at a hospital. This study concludes that it is proven that after conducting health consultations in online media, all respondents stated that they were satisfied with the information provided. Furthermore, they expressed interest in conducting a further exploration of the pharmaceutical products suggested by the doctor.

Keywords

online platform; doctor consultation; pharmaceutical Products



I. Introduction

Technological developments have accelerated the circulation of information, for example, the political interest of the younger generation has been influenced by social media platforms. This is shown through data summarized by LIPI that 60.6% of voters access political news through social media (inspectorate.lipi.go.id). Not only in the political world but currently seeking health information is also turning to virtual consultations. The Techinasia report explains that the majority of health startups have managed to attract millions of users in the country during 2017. Some of the leading startups in this business are TanyaDok , KlikDokter, Alodokter, Dokter.id, Go-Dok, YesDok, and Hello Sehat have provided services either via application or website (id.techinasia). This trend was followed by the government through the Ministry of Health, which also launched a free online

consultation that can be used by the entire community called SehatPedia. This application is an android-based application that can be downloaded for free (Republika.co.id).

The proliferation of online consultations with doctors is reinforced by the facts found that even though public health facilities have been covered by BPJS health, there are still many problems. The community still has not benefited from the services provided. For example, even though they have come to the clinic that is a referral, the community is still faced with difficulty meeting doctors, running out of stock of drugs, ineffective drugs being given, or complicated hospital bureaucracy. This kind of issue is often a polemic for BPJS Health users. In addition, BPKN estimates that in 2019 there will be an explosion related to services for BPJS users. It's not enough to stop there, issues related to the BPJS problem have been widely circulated through an account on Twitter that mentions that patient and doctor meetings are limited (www.liputan6.com).

The presence of several sites or online applications is a breath of fresh air for health facilities for the community. However, the existence of the Internet public sphere tends to be seen as a contestation space where corporate and state forces try with various ways to control and dominate it (Bo'do, 2019). In social media, individuals and groups interact with each other online through the internet network (Indriyani, 2020). Research conducted by Siswanta (2015) on health information in online media, shows the results that there are significant cognitive factors to describe communication activities in seeking health information in online media. The form of health information that is perceived by netizens is an urgent matter. Meanwhile, according to netizens, credible online media can be used to find health information quickly and accurately. Furthermore, through online consultation, a person can choose a doctor according to their illness and can consult at any time. Launched through the online website Liputan6.com, dr. Irwan Heriyanto, Chairman of the Association of Indonesian Private Hospitals, Bekasi City, stated that online doctor applications are important in terms of getting a quick response to a health problem. This is very useful because every disease has a golden period.

The regulations governing the professional responsibilities of the medical profession are contained in Law Number 36 of 2009 concerning Health. For cases of using online doctor consultation, Law Number 11 of 2008 concerning Information and Electronic Transactions is regulated as currently being ITE Law Number 19 of 2016. This regulation can be used as a legal umbrella that regulates online consultation activities with doctors to be safer and more focused by paying attention to the Indonesian Medical Code of Ethics.

Departing from the proliferation of online consultation platforms with doctors, leading to further studies related to the use of health information search and interest in pharmaceutical products. The study involved 50 female respondents aged 25-45 years with the criteria of having children aged 1-5 years. The selection of these respondents began with research to determine the pattern of information seeking in the selection of products for the category of children's immunity vitamins. Respondents who are involved, are active in using the internet as a tool to find information and mostly take advantage of the online consultation feature with doctors to find references for health solutions and pharmaceutical products. Based on the results of research conducted, it shows that 58% of 50 respondents have consulted with doctors online. In addition, doctors are still a source of reference in terms of health information and product selection in the category of children's immune system vitamins. This is shown from the research results of 92% choosing a doctor as a credible source. To find out more information regarding the use of the online platform for a doctor consultation, interviews were conducted with three selected respondents who have conducted online consultation activities. This study aims to see how the role of doctors as a source of health information seeking influences interest in products pharmacy.

II. Review of Literature

2.1 Elaboration Likelihood Model

The Elaboration Likelihood Model theory was developed by Ricard Petty and John Cacioppo, which is a persuasion theory that tries to predict the effect of messages received by individuals. Petty and Cacioppo (1986, in Griffin, 2011: 206) explain attitude change both cognitively, affectively, and conatively with two routes, namely the central route and the peripheral route. When someone processes information through the central route, then actively and critically think about and weigh the content of the message by analyzing and comparing it with the knowledge or information that someone already has. Meanwhile, the second route is the peripheral route as opposed to the central route. In the end, the Elaboration Likelihood Model theory is a persuasion theory because it tries to predict when and how individuals will and will not be persuaded by messages.

2.2 Opinion Leader

According to Kotler-Keller (2009:170), opinion leaders are people who offer information about certain products or product categories, for example, the best of several brands or how the product can be used. In the ELT theory, it is stated that someone, for example, an opinion leader, has three types of arguments. First, strong arguments, are positive cognitive responses in the minds of the recipients of the message that also positively affect their beliefs. Furthermore, neutral arguments are uncommitted cognitive responses, in other words, no change in behavior occurs and as a result, the recipient of the message may turn sideways or shortcuts. Lastly, weak arguments generate negative cognitive responses to persuasive messages (Griffin, 2011:209).

2.3 Persuasion

Persuasion has become an alternative that is widely used in communication. The term persuasion comes from the Latin, persuasion whose verb is persuaded which means to persuade, invite or seduce. Effendy's opinion (1998: 27), persuasion aims to change attitudes, opinions, or behavior, which is carried out in a subtle, flexible, and inviting human nature. While Susanto (1993: 121) argues that communication is said to be successful if the communication can change a person's attitudes and actions voluntarily, one way is by using persuasive communication.

2.4 Perception

Rakhmat (2007: 51) states that perception is an observation about objects, events, or relationships obtained by inferring information and interpreting messages. In short, perception is a process that begins with exposure to information and attention to a message which then ends with one's interpretation.

2.5 Interest

Interest is a tendency or high desire for something. Interest makes someone try and pursue something and in the end, deeper knowledge is obtained (Syah, 2013). Interest is one of the psychological aspects that has a considerable influence on behavior and interest is also a great source of motivation that will direct someone to do what want to do.

2.6 Innovation Diffusion Theory

The theory of diffusion of innovation in essence explains how a new idea and ideas are communicated in a culture or culture. This theory focuses on how a new idea or idea can and is possible to be adopted by a particular social or cultural group (Everett M Rogers, 1995).

Rogers defines the diffusion of innovation as a social process that communicates information about a new idea that is viewed subjectively. The meaning of innovation is thus slowly developed through a process of social construction.

2.7 Important Elements of the Diffusion Theory of Innovation

a. Innovation

Innovation can be interpreted as an idea, idea, or action to create something that is considered new by someone. In this discussion, innovation can be said as something new based on how people view the ideas, or actions that are new.

b. Channel Communication

Innovation can be adopted by someone if the innovation is communicated or conveyed to others. The communication channel referred to here is also adjusted to who the innovation is intended for. If the innovation is addressed to the public at large, the channel used is of course mass communication channels. If the target is the individual then the channel used is a personal communication channel.

c. Period

The period is a time dimension that starts from the innovation process that is communicated or conveyed to someone until the decision to adopt the innovation.

d. System Social

The social system is a collection of social units that form a bond in social life. The social system consists of units that are functionally different but are bound by a common goal. This social system may be the target for innovation and they are the ones who accept or reject an innovation.

III. Research Methods

The research method used is the descriptive qualitative method. According to Sugiyono (2017: 9), qualitative research is research in which researchers are placed as key instruments, data collection techniques are carried out in combination, and data analysis is inductive. The rationale for this method is used because this research wants to know about phenomena that exist in natural conditions, not under controlled, laboratory, or experimental conditions. Data collection techniques are carried out by field observations and interviews with respondents. The data that has been obtained is then analyzed descriptively.

IV. Discussion

4.1 Knowledge and Utilization of Online Consulting Platform Doctor

In the midst of an era of technological sophistication, various applications make life easier, ranging from using technology to order transportation online to making food easy to order, to making shopping easier, to accessing health information through an online doctor consultation application. The results of the study by distributing questionnaires via google form showed that respondents knew several online media for consulting with doctors, such as TanyaDok (17%), KlikDokter (18%), Hellodoc (17%), Alodokter (48%). Meanwhile, online consulting sites that have been used by 29 respondents out of a total of 50 people answered that using doctor consultation sites such as Alodokter (60%), Klikdokter (20%), Halodoc (5%), and the rest answered using other online platforms such as WhatsApp or

Instagram. Referring to these data, further studies were carried out regarding the use of online doctor consultation applications/websites involving three respondents. One of the respondents named Chika said that she had consulted a doctor online through an application Alodokter, following reason more carry on related to the use of online consulting applications,

"I'm the type of anything looking for the internet, buying clothes on the internet to buying clothes and other things on the internet, yes, including health matters. Indeed, there are many online consul application accounts, as now, everything is practically practical. I chose Alodokter because on Google Play it is the editor's choice. Alodokter is quite helpful and detailed, and why online consultation because it's okay, it saves time"

Chika's statement explained that the reason for doing the consultation was driven by advances in technology and also her busy life as a working woman. This became his motivation to conduct consultations by using the Alodokter application.

The rapid development of online consultations has made some people skeptical of the effectiveness of this online doctor consultation. However, a different view was expressed by another respondent named Rahma (39 years old) who is a housewife whose daily life is busy working as an online shop businessman. Rahma revealed that she had used an online application, namely Alodokter. According to him, online consultation is very easy and helpful to obtain information about the disease and also the cure. Rahma's statement is as follows,

"Online consultation is not complicated, I usually panic when children are sick, but since I found out about the Alodokter application, I was able to detect it early. Online consultation can be a second choice (second opinion) when we are confused about the doctor's prescription given."

The respondents involved have fairly good knowledge regarding online applications for online consultations. All respondents explained the consultation process, the process of selecting a doctor, to the results of the consultation. The third respondent named Azi explained the process of how he consulted through the Klikdokter website with the features provided such as *live chat*, and then ask a doctor feature. Furthermore, Azi also explained that to conduct a consultation with a doctor, the first step is to *register* for those who do not have an account and *log in* for those who already have an account. In line with what Azi said, respondent Chika clearly explained the process of registering via the application by entering personal data and waiting for the verification code. The description of the registration process in conducting consultations is a fairly good description of the knowledge of the respondents.

Furthermore, Chika and Rahma, who used the application platform and the Alodokter consultation website, answered the convenience offered by the existing features. Rahma explained that the features through the Alodokter website that he uses, namely chat with doctors, can make it easier for him to find health information. In more detail, respondent Chika who became a paid member from the use of the Alodokter online application explained the difference between a paid account and the use of a free consultation with his statement as follows: following,

"Alodokter, if the free one is for general practitioners if the one who pays Rp. 15,000 can be the same doctor according to what we want to the consul, and it's clear what the name of the doctor is, what field what."

According to him, the costs incurred are not a problem as long as many benefits can be obtained from consulting with the doctors of his choice according to the symptoms of diseases you want. asked.

The answers from all respondents described the use of online consultation services with doctors which had a positive impact. The existence of an online doctor discussion platform is in line with the essence of the theory of diffusion of innovation. Virtual consultation with physicians has defined the concept of the diffusion of innovation theory as the process by which an innovation is communicated through various channels and a certain period within a system-level social.

4.2 Doctor as Opinion Leader

In the digital era like today, many online services are increasingly mushrooming in cyberspace. No exception with online services in the health sector with several applications on *smartphones*, websites, or social media. This online doctor consultation site can be used to consult about health complaints, at least in cases of rapid treatment that does not require medical action. Doctors in online sites or applications are then used as *opinion leaders* by the public who follow online-based health sites or applications. In marketing, *opinion leaders*, often provide information to other people (*followers*) about certain products, they provide advice and reduce the perception of risk received by followers in purchasing products, and they provide positive feedback in supporting or clarifying decisions that have been made. taken by his followers.

Almost all doctors involved in online applications or sites are young because today's internet development is more followed by young doctors than senior doctors. There are general practitioners, but there are also many specialist doctors from various scientific concentrations. There are pediatricians, obstetricians, internal medicine specialists, oral surgeons, clinical nutrition specialists, and psychiatric specialists. The variety of doctor *backgrounds* on online sites or applications makes many people often ask questions. They often ask more than once, because of the satisfaction they get when conducting consultations on sites or online applications. This is as stated by the source Chika in his interview excerpt,

"I'm satisfied, because the information is detailed for Alodokter, so it's okay to save time, right. How many times, as far as I remember asking up to 3 times? haha.."

According to respondents in this study, they have high trust in these sites, because it displays several profiles of young doctors who are competent in their fields. The answers given by the doctors are also very clear and provide suitable recommendations for their patients. This makes the respondents more confident and interested in the application or consultation site with the doctor. As stated by the source Azi in his interview,

"Yes, believe it to the deck, because they like to give names to sources The doctor who answered the question, you know, the doctor's profile too complete."

The proliferation of online health applications and sites in collaboration with young doctors indicates that the current health theme is an interesting topic to be discussed in

cyberspace. On several applications or sites about health, some of them have a *live chat feature* and often receive questions from the public just like when they conduct face-to-face consultations. They have an interest in doing everything the doctors say in the application and the site. Effendy (2003: 103) explains that interest is a continuation of attention which is the starting point for the continuation of the desire to carry out the expected activities. So, interest in this context is the continuation of people's attention which then arouses their desire to carry out the advice submitted by doctors on health sites or applications. As revealed by resource person Rahma, who is interested in buying the product recommended by the doctor and conducting a more in-depth exploration of the product,

" Yes, then look for information about drugs that contain It was suggested, I looked for it on the internet again, after I got it and it was solid, I just bought it at the pharmacy."

In addition to influencing interest, it turns out that many of the community also carry out what is recommended by the doctor. Many of them after consulting, also buy drugs according to the orders recommended by the doctor. As stated by the source Aziz,

" Yes, they often advise what medicine to use, and how to use it. Yes, as usual, what if we go to the clinic? It's just the same.. I've tried it once (re: the medicine), Alhamdulillah, it fits just right with my son. Well, I'm starting to trust certain sites on the internet deck."

In the three interviewees, it was found that there was a similarity in that they had great confidence in everything that was conveyed by the doctor as an *opinion leader*. In addition to their trust, they also have an interest in carrying out the advice given by doctors on websites or online applications. This means that the figure of an opinion leader in cyberspace has a considerable effect on the community, not least in the health sector. The existence of exploratory, preferential, and referential interest in the community proves that online sites and applications that display a persona Doctors as opinion leaders are very effective in influencing the community.

V. Conclusion

Current technological developments have had an impact in the health sector, such as health consultations that can be done online via mobile phone applications or through websites. Many benefits can be obtained from virtual consultation services with doctors. Respondents revealed that the use of online consultations with doctors has shortened the time, schedule, or hours of consulting services that are arranged flexibly to contact doctors when needed. In addition, the responsive service makes respondents feel helpful by conducting online consultations because it does not take too long, such as waiting for an appointment to meet a doctor at a hospital.

The online consultation application with doctors answers the needs of urbanites in fulfilling their search for information related to health and pharmaceutical products without the hassle of stepping out of the house. The online doctor consultation application is a technology that is relevant and rated very useful by all respondents. The use of technology to use virtual consultations with doctors allows respondents to choose a doctor to consult according to the symptoms or health information they want to know.

Various features of consultation with doctors available through the website and application were explained by all respondents. Information related to how to conduct

consultations, costs incurred, and feedback obtained explains the good knowledge of respondents regarding the use of online media in conducting consultations with the doctor.

The internet has become a new source of information because of its unlimited nature, both content, and space attached to it. One of the interesting topics discussed in detail in online media is information about health, including types of diseases and their prevention and treatment solutions, which are generally written by doctors, paramedics, or organizations that are competent in the health sector. In other words, the question arises whether the presence of online media has changed the pattern of distribution of information about health in the context of news products that are more capable of providing user satisfaction. Internet.

Meanwhile, based on observations in the field, doctors are still a trusted source of information for the public in the process of seeking health information. Doctors are opinion leaders in terms of health and can have a large enough impact on the community to use pharmaceutical products. It is evident that after conducting health consultations on online media, all respondents stated that they were satisfied with the information provided. Furthermore, they expressed interest in conducting a further exploration of the pharmaceutical products suggested by the doctor.

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