

The Role of Communication in Improving Community Health Through Quality Service

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Abstract

Public health is a pillar of the development of a nation. Health is one of the basic human needs. The process of service to the public requires good communication between the government as the party providing services and the community as the party being served, the formation of good communication will not only give satisfaction to the public but will also lead to the efficiency of services carried out by the government. This study aims to find out how the role of communication in improving the health status of the community through quality services and what obstacles are faced by the government in improving the health status of the community through quality services. This study uses a literature review research method with a descriptive approach obtained from indexed electronics based such as Google Scholar, and other database sources equipped with DOI. The results of the study are presented in the form of a descriptive narrative. According to Carl I. Hoveland in Mulyana (2005:62) that communication is a process that allows a person (the communicator) to convey stimuli to change the behavior of others. The concept of public service is derived from the meaning of public service, which means: "a variety of activities aimed at meeting the needs of the community for goods and services". Public service communication itself is a communicator who acts as a sender of messages in a communication process. In public service communication, there are people who play a role in conveying messages, called communicators. A public service communicator is a person or group of people from the public bureaucracy who send/deliver news/messages and provide services (serve) the needs of people or society as citizens.

Keywords

communication; health



I. Introduction

Development in the health sector is basically aimed at increasing awareness, willingness and ability to live healthy for everyone to realize optimal health status as an element of welfare. Health as a human right must be realized in the form of providing various health efforts to the entire community through the implementation of quality and affordable health development by the community (Kemenkes RI, 2020).

The ideals of the Indonesian people, which are also the national goals of the Indonesian people, are contained in the 1945 Constitution, namely to protect the entire Indonesian nation and the entire homeland of Indonesia, promote public welfare, educate the nation's life and participate in carrying out world order based on freedom, eternal peace and social justice. To achieve these national goals, sustainable development efforts are

carried out which are a series of comprehensive, targeted and integrated development, including health development (Kemenkes RI, 2020).

Public health is a pillar of the development of a nation. Health is one of the basic human needs. So important, that it is often said that health is everything, without health everything is meaningless. Therefore, every activity and effort to improve the highest degree of public health is carried out based on non-discriminatory, participatory, protective, and sustainable principles which are very important for the formation of Indonesian human resources, increasing the nation's resilience and competitiveness, as well as national development. Ministry of Health RI, 2020).

The form of public awareness of health that continues to increase from day to day, requires institutions and health personnel to balance it through improving infrastructure, health services both physical and non-physical, improving the quality of medical and paramedical personnel and others. If this is not done, the patient will be left behind, because the patient has the right to choose and determine which health service institution or hospital is in accordance with his wishes.

The government as a public service provider must be able to guarantee the right of the wider community to live a healthy life by providing equitable, fair, adequate, affordable and quality health services. Development in the health sector involves the active role of the community and existing social institutions. The public should have the right to obtain the same degree of health and are obliged to participate in health efforts organized by the government. For this reason, efforts are needed to fulfill the basic needs of the Indonesian people, which are essentially fulfilled with clothing, food, shelter, health and education (Rachmat, 2016:20).

In its development, health services also pay attention to the role of communication in raising the degree of public health. The presence of BPJS and health insurance makes health services easier for all people regardless of social and economic status, but in fact there are still many improvements that need to be considered in this health service, especially regarding the communication provided by health workers to the community.

The uniformity of quality and quantity of education owned by the community should be a motivation for health care workers to improve the existing communication system, for example by not being bored by explaining the importance of participating in the BPJS Health Program, following the Covid 18 Vaccine, complying with health protocols to the importance of carrying out routine checks on children. hospital or health center at least once a year. The government's health programs are free, but the community considers this to be less important and some people think that getting these services requires a lot of money, coupled with complicated procedures, even some people think that free services mean that they have to prepare themselves not to get health services. service as expected.

The process of service to the public requires good communication between the government as the party providing services and the community as the party being served, the formation of good communication will not only give satisfaction to the public but will also lead to the efficiency of services carried out by the government. Therefore, it is not only necessary to improve the quality of communication for each individual to the government, it is also necessary to discuss the use of electronic-based services and improve public relations performance.

Communication aims to influence, control opinions, invite cooperation (positivistic). Interested communication gives meaning to every interaction that occurs so that there is mutual understanding and mutually beneficial (humanistic) relationships. The closer the individual/organizational psychosocial relationship to the customer's needs/desires, the more effective the communication will be.

Communication depends on perception and vice versa perception also depends on communication. Perception includes all the processes a person does in understanding information about his environment. The good or bad of the communication process depends on the perception of each person involved in it. The misunderstanding between the recipient and the sender of information within an organization will lead to communication failure.

Meanwhile, public service is a demand of the times and human needs to get the best in fulfilling all their needs in this life. For this reason, everyone who interacts with other people, especially organizations engaged in services, must be able to provide the best service in every interaction with the public.

Some of the problems that occur due to ineffective communication related to the world of health such as the circulation of Hoax news during the COVID-19 Pandemic 2020-2022 now. Some hoax information related to miscommunication in health services, such as the statement that the Covid-19 virus can be transmitted through imported manufactured goods. This news is not true, because viruses have a lifetime in certain objects. For example, plastic, wood, and glass can last up to 3 days. Meanwhile, when attached to iron, the lifespan of the virus is only 12-24 hours. Other hoax information such as "Patients who have contracted Covid-19 will forever have the virus", this information is not true because people infected with Covid-19 can recover and only about 2% result in death. Until the Covid 19 vaccine problem which can weaken the body's immune system, it contains chips that record personal data and other fake news.

Seeing the various problems that arise coupled with the importance of further research on the role of communication in health services, it is very important to discuss this matter where writing this article is expected to develop actions that must be taken to improve services and raise public health status through the creation of communication effective.

Based on this statement, the authors are interested in addressing the issue of "The Role of Communication in Improving Public Health Degrees Through Quality Services".

This study aims to find out how the role of communication in improving the health status of the community through quality services and what obstacles are faced by the government in improving the health status of the community through quality services.

II. Review of Literature

Problems with health services in hospitals should not happen. The hospital is a capital-intensive business, science and technology-intensive, human resource-intensive, regulation-intensive, and of course at the same time a problem-intensive one (Kholisoh, 2015).

By improving services in hospitals through good health communication, health services will provide comfort to patients or people in need. This is important to do to build a hospital reputation.

Theoretically according to Endrawati (2015) defines health communication as a process of delivering health information to encourage changes in individual and group behavior to improve health status. Furthermore (Endah, 2015) stated that one of the main issues in health communication is influencing individuals and communities.

According to Schiavo (2007) the goal is to improve health status by sharing information about health. The Centers for Disease Control and Prevention defines health communication as the study of using communication strategies to inform and influence individual or group decisions to improve health. The word influence is also contained in

the meaning of health communication according to Healthy People 2010, namely the art and techniques used to inform, influence and motivate individuals, institutions, and communities about important issues in the health sector in improving the quality of health. This explains that health communication is increasingly being recognized as a necessary element in efforts to improve private and public health.

Furthermore, according to Schiavo (2007) health communication contributes to all aspects related to disease prevention and health promotion, including in several other contexts, such as:

- 1) Health relations between patients and medical workers
- 2) Individual guidance in the search and use of health information.
- 3) Individual guidelines for adhering to clinical recommendations
- 4) Conduct public health campaigns.
- 5) Dissemination of information on health risks to the population
- 6) Depiction of health conditions in the mass media and culture in general.
- 7) Education for consumers on how to gain access to public health and health care systems.
- 8) Development of the latest health communication tools.

Health communication theory is closely related to the functions of Public Relations. Public Relations (PR) is a management function that builds and maintains good and beneficial relationships between an organization and the public that influence the success or failure of the organization (Cutlip, 2011).

Furthermore (Cutlip, 2011) divides the nine functions of PR which will be described as follows:

- 1) Internal relations, a special part of public relations that builds and maintains good and mutually beneficial relationships between management and employees on which the organization depends for its success.
- 2) Publicity, information provided by outside sources used by the media because the information has news value. This method of placing messages in the media is a method that cannot be controlled, because the source of information does not pay the media to load the information.
- 3) Advertising, information placed in the media by a clearly identified sponsor who pays for the space and time of placing the information. This method is controlled in placing media messages.
- 4) Press agency, the creation of newsworthy news and events to attract the attention of the mass media and gain public attention.
- 5) Public Affairs, a special part of PR that builds and maintains relations between government and local communities in order to influence public policy.
- 6) Lobbying Is a special part of PR that functions to establish and maintain relations with the government, especially with the aim of influencing the preparation of laws and regulations.
- 7) Issues management, a proactive process of anticipating, identifying, evaluating and responding to public policy issues that affect an organization's relationship with their publics.
- 8) Investor relations is a part of PR in corporate companies that builds and maintains beneficial and mutually beneficial relationships with shareholders and other parties in the financial community in order to maximize market value.
- 9) Development, specifically of PR in nonprofit organizations tasked with building and maintaining relationships with donors and members with the aim of obtaining funding and voluntary support.

Reputation to be good or bad, strong or weak depends on the quality of thinking, strategy and management commitment to achieve the goals that have been set, as well as the skills and energy with all program components that will be realized and communicated (Adhrianti, 2018).

III. Research Method

This study used a literature review research method with a descriptive approach obtained from indexed electronics based such as Google Scholar, and other database sources equipped with DOI. The results of the study are presented in the form of a descriptive narrative.

IV. Results and Discussion

The results of the Nopiani assessment (2019), implementing development programs in the health sector in improving the quality of public health in Sumbergondo Village, Bumiaji District, Batu City, is very good, based on the perspective of communication conveyed through socialization of development program activities in the health sector, both participation in decision making, implementation, to evaluations where human resources are the main capital and supporting factor in terms of working to help improve and maintain the quality of health service institutions.

Human Resources (HR) is the most important component in a company or organization to run the business it does. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired (Shah et al, 2020). The development of human resources is a process of changing the human resources who belong to an organization, from one situation to another, which is better to prepare a future responsibility in achieving organizational goals (Werdhiastutie et al, 2020).

The low level of the poor is caused by the difficulty of accessing health services. This difficulty of access is caused by various factors such as the lack of economic capacity due to the high cost of health care. This spurred local governments to come up with breakthroughs and policies in the health sector. Improving service quality is an important milestone that must be considered. However, it should be underlined that at best a program or policy will fail if at the level of implementation it is not carried out properly and correctly.

Is Prihatiningsih (2017), states in his research that there is a positive influence between Service Quality which is guided by accountability, effective communication, positive image, control of Patient Employee Satisfaction on the basis of Relationship, Comfort and Affordability at Hospital IV 05.07.02 Kediri.

Sinta Paramita (2019) showed that the knowledge and awareness of health care workers in Pringsewu district, Lampung increased on the importance of the public relations function in health service management, not only in hospitals, but also in health centers or health clinics. In addition, the Fikom Untar PKM Team also received an offer to collaborate with Pringsewu district, Lampung in other PKM activities, or research activities.

Health is one of the most important factors in building a prosperous society. With public health by doing activities and interacting. For hospitals, providing excellent health services is an obligation for people in need. Recently, however, problems have arisen

regarding current hospital services. As widely reported by the media. Problems with health services in hospitals should not happen. The hospital is a capital-intensive business, science and technology-intensive, human resource-intensive, regulation-intensive, and of course at the same time a problem-intensive one (Kholisoh, 2015). By improving services in hospitals through good health communication, health services will provide comfort to patients or people in need. This is important to do to build a hospital reputation. Theoretically according to

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The government is increasingly aware of the benefits and necessity of implementing digital technology as a means, and not as an end. Three broad categories of political objectives frame different directions of the digital transformation process: efficiency, including in particular administrative mechanisms in administrative services and in direct support of private service 'back offices', to achieve and maintain efficiency and productivity in the public sector; the effectiveness of policy and decision-making processes that integrate the use of digital technologies to improve policy outcomes and ambitions; and good governance, where citizen engagement, and transparency, accountability and trust in government are important policy objectives.

Efficiency (and productivity) has been a key driver of public sector use of digital technology for some time with use of digital technology spurring productivity growth in leading countries since the mid-1990s, starting in the United States and then picking up in other countries. Digitization helps reduce the cost of administrative procedures by freeing up labor for other purposes, and is an important component of digital e-government strategies in most countries.

V. Conclusion

According to Carl I. Hoveland in Mulyana (2005:62) that communication is a process that allows someone (the communicator) to convey stimuli to change the behavior of others. The concept of public service is derived from the meaning of public service, which means: "a variety of activities aimed at meeting people's needs for goods and services". Public service communication itself is a communicator who acts as a sender of messages in a communication process. In public service communication, there are people who play a role in conveying messages, called communicators. A public service communicator is a person or group of people from the public bureaucracy who send/deliver news/messages and provide services (serve) the needs of people or society as citizens.

Suggestions

1. from the government in carrying out their duties of course require good communication so that there is no confusion in carrying out their duties. The government can use digital communication to facilitate the organizational communication process. By improving technology, digital communication, the desired communication process can be achieved and effective, in order to accelerate the work process and responsibilities in serving the public.
2. Future research should consider a broader object. It is intended that the conclusions generated later have a wider scope as well.

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