

Interpersonal Communication Health Officer in Free Medical Service Activities at the Health Sciences Department Laboratory

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Keywords: Health Communication, Health Services, Interpersonal Communication

Abstract: Health services are needed by women and men, both young people and the elderly. Even people who look healthy need to do medical treatment, especially to check the level of health and the possibility of serious illnesses that have not yet shown by symptoms. The role of health workers in creating effective interpersonal communication with users of medical services can affect the outcome of health services. Cadres and health staff of the Laboratory Health Sciences Department, Vocational Education Program, Universitas Indonesia invite the public to care about their health. The earlier a disease is detected, the faster help can be given. In this way, the disease does not proceed to a more severe stage, while preventing more complicated help. This study aims to describe interpersonal communication of health personnel in community service free medical services activities. The research method is qualitative. Informants are visitors to medical treatment activities, the cadres and the health workers. Data collection using in-depth interviews and participant observation. Data analysis was performed using content analysis. The results of the study are the perspective of interpersonal health communication power with visitors to do the treatment services and characterised by perceptions of the communication style of officers. The Health Sciences Cluster Laboratory needs to hold applicative interpersonal communication training for health workers to improve the quality of the treatment services.

1 INTRODUCTION

Health communication is an evolving field that has shifted from an emphasis on health education towards behaviour and social change. There is evidence that communication can be a useful tool, if utilised in a planned and integrated strategy, to make a significant difference to the behaviours of individuals and populations on several health issues (Goldsteina et al., 2015). There are several identifications of the main dimensions of service quality that prioritises customer satisfaction, including means of communication, empathy, responsiveness and responsiveness or access to provide services to customers quickly (Ilutagaol, 2012). One form of health effort that seeks to bring health service access closer to the community is to foster the development of health services aimed at providing convenience to the public in obtaining essential health services.

The implementation of health services in the health sciences laboratory is based on one of the noble values of the tri dharma of higher education, namely community service. Physiotherapy laboratory has a

driving force, the frontline and the closest to the community who have an essential role in monitoring public health. There are still often complaints about health services such as health workers who are not friendly, rigid, fussy, lack of smile as a picture of patients who are still attached to the implementation of health services which proves that the health services provided by medical and health workers have not provided optimal satisfaction for patients. It should be noted that the behaviour and communication style of health workers can have important implications for the community. People tend to show greater satisfaction with health workers who allow them to talk, give time to listen, provide an explanation of the disease and treatment that must be done, and show concern, compared to health workers who apply otherwise. The higher satisfaction felt by the community, tends to be followed by meetings that take place continuously and become routine with health workers so that the satisfaction of health care workers is directly proportional to compliance with the advice and advice of health workers.

The testing of physiotherapy health services in the physiotherapy labs aims to provide useful and superior contributions to the community through community service activities and fostering partnerships with various health service institutions, hospitals, related educational institutions, both domestically and abroad, and professional association organisations. The main objective of the physiotherapy laboratory for the community is to be able to provide services by developing, maintaining and restoring bodily movements and functions throughout the life span by using manual handling, increased motion, equipment (physical, electrotherapy and mechanical), functional training, as well as communication and education.

Physiotherapy is a form of health service aimed at individuals and/or groups to develop maintaining and restoring bodily movements and functions throughout the life cycle using manual handling, increased motion, equipment (physical, electrotherapy and mechanical), communication function training (Keputusan Menteri Kesehatan, 2001). According to the Indonesian Ministry of Health Physiotherapy is a health service aimed at individuals and /or groups to develop, maintain, and restore motion and function throughout the life cycle using physical modalities, physical agents, mechanical, motion and communication.

West Java is one of the primary sources of grain production and main rice granaries in Indonesia, but ironically there are still sub-districts in the poor category. Referring to data released by the Central Statistics Agency (BPS) in 2019, Jonggol is one of the regions in West Java that has a low Human Development Index (HDI) of only 64.94. This situation has an impact on human quality and low public health due to the lack of public awareness of the importance of health awareness.

The purpose of this study is to describe the interpersonal communication style of health workers with the community and cadres, determine the perceptions of patients, cadres and community leaders on interpersonal communication of health workers and the barriers and effectiveness of communication in community service activities in physiotherapy laboratories.

2 LITERATURE REVIEW

Communication is central to the delivery of health care and the promotion of well-being. Health communication efforts have to capture the attention actively and personally engage health care

participants to influence health decisions and behaviours (Kreps and Neuhauser, 2013). Communication is a family of knowledge that intersects with other kinds of family. In the context of communication research, it is essential to deliver health messages to the public. Through this context, health issues that enter the private sphere become a challenge for health practitioners, so communication techniques are needed that can embrace patients so that changes in attitudes and behaviour in dealing with health problems.

While more health care consumers and providers now understand that communication is a central social process in the provision of health care delivery and the promotion of public health, many do not always recognise that effective communication is a complex and fragile human process that demands strategic design, careful monitoring, and responsive adaptation (Kreps and Neuhauser, 2010). A paradigm shift in research on performance and health communication, moving away from individual-focused behaviour change communication, and toward a culture-centred approach that considers community participation concerning broader social and structural issues (McConnell, 2016).

In the point of view of communication science, the relationship between health workers and patients is included in interpersonal communication, or for therapeutic health communication. Therapeutic communication includes interpersonal communication with a starting point for mutual understanding between officers and patients. The fundamental problem of this communication is the existence of mutual needs between health workers and patients so that it can be categorised into interpersonal communication between doctors and patients, doctors help, and patients receive help (Manoppo et al., 2014).

Mediated communication—in the context of journalism, advertising, public relations, and strategic communication—is an effective mechanism for detecting, responding to, preventing, and controlling global health concerns (McConnell, 2016). Interpersonal communication is the most appropriate choice to overcome problems in the local scope. Communication is qualitative, more intimate, and persuasive., a key person is needed to convey to the audience because it will produce extraordinary effects. In this study, the critical person is a health expert and medical staff to answer health issues that are needed by the community.

3 METHODOLOGY

The study used a descriptive study design with a qualitative approach. The location was at the Cinta Kasih Heesu Foundation in West Java in November 2018. The research respondents were visitors of the trial of free health services in the physiotherapy laboratory that received health services, health workers as responsible. The respondent's criteria are intensive integration with free health service activities and willing to be interviewed.

Data collection techniques were carried out with participant observation methods. Researchers observed ongoing health service activities in the free health service of physiotherapy laboratory. In-depth interviews for visitors, health workers, and community leaders and Focus Group Discussion (FGD)) were conducted. Information regarding the health workers communication with visitors in the physiotherapy laboratory while providing health service is explored. Data is processed and analysed using content analysis.

4 RESULT AND CONCLUSION

The target of the activity is in the middle to lower classes under the care of the Heesu Love Foundation. The Laboratory of Physiotherapy in the Health Sciences Group of the Vocational Education Program UI in collaboration with the Hermina Hospital Group provides free health services for the underprivileged. The activity was carried out in November 2018 at the Heesu Love Foundation in West Java starting at 08:00 to 16:00 WIB.

Physiotherapy is one part of the health sciences that has areas in the field of Promotive (promotion), Preventive (prevention), Curative (treatment), and Rehabilitative (Rehabilitation). The Physiotherapy Laboratory is one of the laboratories of the health sciences family which is used to facilitate the synergy between theory and practice, where the scope is designed to meet practicum standards for pediatric physiotherapy, musculoskeletal physiotherapy, neuromuscular physiotherapy, and cardiopulmonary physiotherapy.

Respondents in this study were 51 visitors to the free trial activities of physiotherapy health services in the physiotherapy laboratory in November 2018. Age of informants, 92% women and 8% men with an age range of 57% over 50 years, 23 % of ages 41-50 years, 16% aged 31-40 years, and 4% under 30 years. In this case, the majority of middle-aged women can be

grouped into focus in research discussions. The informant's education level is 69% of elementary school graduates and 31% of junior high schools with 76% professions becoming a housewife and 14% becoming workers with the remaining 10% being farmers, factory workers. The low level of education makes the majority of middle-aged women choose to work to take care of the household (Figure 1).

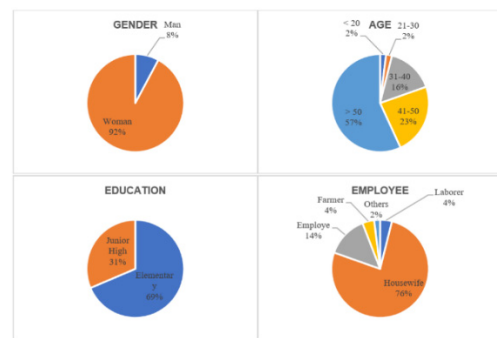


Figure 1: Respondent Profile.

Complaints of informants varied, 35% of informants felt complaints in the lower body such as legs, ankles, calves, knees and thighs, then 22% in the head or neck and 20% in the upper body such as shoulders, arms, elbows, hands, fingers stomach, stomach and back. The most frequent cause for respondents felt was 40% had joint pain such as knee pain or shoulder pain, 20% had headaches, 8% had muscle stiffness, aches, or muscle cramps and 7% had back pain. After observing the complaints of patients visiting health services, it can be said that awareness of the importance of health is still low because 63% of respondents have not participated in the national health insurance program (JKN) by the Badan Penyelenggara Jaminan Sosial Kesehatan (BPJS) from the government. Respondents still rely on free health check services whose time is not determined. This situation can be seen from the 59% of respondents who have taken a free health check before (Figure 2).

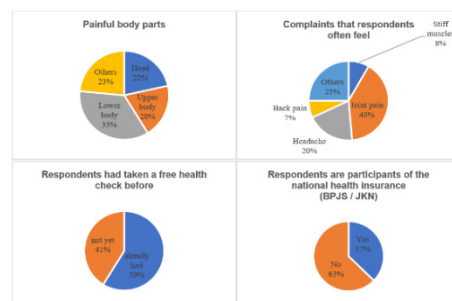


Figure 2: The Health Condition of The Respondent.

The community health centres (PUSKESMAS) is a favourite place for respondents to check their health in the event of a health problem. These findings can be seen from the respondents' health checkpoints which are 55% health centres, 31% health clinics, and 14% hospitals. The period for respondents to examine their health within one year is 35% more than twice per year, 31% once per year, and 10% twice a year. Ironically, there are still people who are ignorant of their health condition. This result can be seen from the data that 24% of respondents in the past year have never conducted a personal health check (Figure 3).

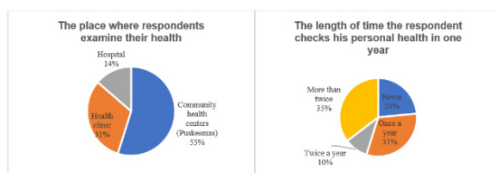


Figure 3. The Health Care of The Respondent

From the data, the author has obtained the general picture of the lower classes who are still ignorant of the importance of health care. This result could be considered as the condition where the community were minimally exposed to the importance of health care. Low education level is also one of the factors that influence the level of public awareness of the importance of health care. Even though the government facilitate the community for health insurance such as JKN and BPJS, there are still many people who have not benefited from the government program. There needs to be a personal and persuasive approach to encourage people to be more concerned about maintaining health because, in a healthy body, there is a strong soul and will increase the productivity of the community itself.

The enthusiasm of the community for free medication is very high. It can be seen from 49% of respondents conducting a general examination. General tests carried out on men and women include blood pressure, body temperature, heart rate, respiratory rate or other standard checks. In addition, 51% of respondents utilise all facilities in the activities of free health services such as blood pressure checks, blood sugar, physiotherapy services, counselling services etc. The health team makes every effort to serve the community in dealing with patient complaints, 100% of patients consider health workers friendly, hygienic health examination conditions and satisfactory health services.

The results found a visitor respondent expressed a positive perception of the communication of health

workers. Positive perceptions are indicated by respondents' expressions stating that health workers speak kindly. 61% of respondents said they were delighted with the implementation of the health service program, and 31% said they were quite satisfied. The attitude of health workers who respond well to the community when giving an opinion gets a positive response that health workers can be good listeners at the time of counselling and are perceived as friends who are willing to listen to complaints about patient health problems. In general, patients' perceptions of health workers are excellent. Every health service activity of the officers always provides counselling to the community using persuasive language, and according to the respondents, it affects the increasing awareness of the community to implement a healthy lifestyle.



Figure 4. Documentation of Health Service Activities

Awareness of health is increasing. The findings of this study are similar to Sugianto's research (2010) in the Technical Implementation Unit (UPT) of the Caring Public Health Center (Puskesmas) in Bandung. The author found that regarding patient responses to interpersonal communication of health workers when providing counselling, the climate during counselling and time are given for medical attention at the time counselling felt according to patient expectations and patients assess the message of health workers in greeting information quite clearly and according to patient needs (Sugianto, 2010).

According to Rachmat (2003) "perception is a personal / client's view of an event. Perception is one

of the factors that influence interpersonal communication. Perception is influenced by experience, motivation and personality". In interpersonal communication, one's personality is essential. If we like someone will tend to see everything related to it, positive.

On the other hand, if we do not like it, we will see everything negatively. Thus it can be understood that someone who has an attractive personality for others will make it easier to give opinions and attitudes to the person and vice versa. If people like each other, they will develop pleasant and effective communication. People will feel happy and comfortable if they are among people they like. Instead, it will feel tense and uneasy when being among people who are not liked and want to end it (Rakhmat, 2003).

Positive perceptions that have been formed for health workers are friendly and speak a friendly language. This fact, of course, makes the distance between the community and health workers increasingly close. While in the health profession, communication becomes more meaningful because it is the primary method of implementing health promotion. For this reason, health workers need special abilities that include skills, intellectual, technical and interpersonal, which is reflected in the 'caring' behaviour in communicating with patients. The emergence of a positive public perception in the communication style of health workers can be a trigger for the delivery of health messages that can produce changes in community behaviour.

The community believes that free health services provided by health workers at free health service activities are of the same quality and have the same quality as health checks at health centres or paid examinations (Non-BPJS). The positive response of the community also gives confidence that this activity is very beneficial for the community, not only in terms of health services but also in terms of health education. While health workers believe that when providing health counselling, the community responds positively. The advice given is carried out by the patient so that the health problems faced by the patient will bring about change. However, besides that, health workers also think that there is a need for attention from the government or the local health office related to the condition of public health awareness. To resolve this problem, the community believes that the government must help the community in meeting basic needs.

The conclusion can be drawn from respondents that when communicating officers must understand the condition of the community. Officers must also

care and pay attention to things that are considered small when communicating such as gestures, eye contact and facial expressions. According to Anwar (2002), eye contact, facial expressions and body posture are three things that must be considered for effective communication. Feelings of pleasure when communicating will be reflected in the face because the face is a mirror of individual personality. Facial expressions express thoughts that are passing through a person. All emotions and various kinds of human behaviour are expressed in different emotions that are reflected on the face. So when communicating show expression that the communicator is interested in the patient's conversation material.

The starting point of interpersonal communication is that mutual understanding between health workers and patients through the relationship between health workers and patients will have an impact on improving health, preventing and healing illness, and restoring health. A practical understanding of interpersonal communication is an attitude change. In order for the health service process to be effective, health workers must be skilled in interpersonal therapeutic communication with patients. Health services are not only oriented towards medical techniques but are also skilled in communication. Communication-oriented services are beneficial for patients in overcoming health problems they face and can foster confidence and hope to take action following their lives (Taufik, 2007).

The communication style of health workers in the free health service trial activities in the physiotherapy laboratory generates a positive perception of the respondents of health services. Interaction is a barrier to communication between health workers and patients in health care activities. All respondents agreed that the success of communication would influence changes in community behaviour so that it will have a good impact on society.

The habits, customs and culture of the local community and then routinely conduct communication training for health workers to improve the quality of health services. It is expected that health workers who will be placed in an area need to be equipped with information about local health problems. It is hoped that community leaders will actively participate in overseeing the development of health services and provide input and information to the local health officials regarding the implementation of health service activities. Meanwhile, health workers are expected to improve their attitudes and use friendly language in communicating with patients.

ACKNOWLEDGEMENT

I would like to show gratitude to the co-authors (Hardika Widi Satria and Aditya Denny Pratama) for sharing their pearls of wisdom and knowledge with me during the making of this research. I am also immensely grateful to Program Pendidikan Vokasi UI for funding the publication of this research. Any errors and imperfections in this research and should not tarnish the reputations of these esteemed persons mentioned.

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