

An Analysis of Communication Strategies for Health Promotion Hospitals in West Java

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Abstract

Health promotion is implemented to change the community behavior by providing information and motivation and fostering awareness of potential diseases and health maintenance to improve their health conditions. Realizing effective health promotion requires communication strategies. This study aimed to analyze the implementation of health promotion hospitals in West Java by using Laswell's communication model. This research employed a descriptive method with qualitative data obtained from in-depth interviews. The research suggests two points. First, health promotion communicators, namely health workers, must have the competence to establish effective communication. Thus, the message is delivered to the right recipients of education. Second, the hospital determines and designs the message contents by considering the information needed by patients. Moreover, the hospital selects the materials based on external parties' requests. Third, the media primarily used in health promotion are bulletin, leaflets, posters, face-to-face socialization, x banner, medical records, banners, brochures, audios, videos, running texts, radios, local newspapers, Facebook, Instagram, and websites. Fourth, hospitals segment the target audience to adjust the message packaging and content. Fifth, monitoring and evaluation are performed to determine compliance levels of health workers in running health promotion hospitals, the targeted behavior change after implementing health promotion hospitals, and proper use of communication media. The focus of this research is to examine the implementation of health promotion in West Java. And the future plan in this research is to examine the health promotion of private hospitals in West Java so that the implementation model of hospital health promotion in Java will be obtained. West

Keywords: message packaging, media communication usage, health promotion hospital, communication strategies

Introduction

One of the basic human needs is health because a healthy body and soul can support the success of national development. Since 2018, regulation of the Minister of Health no. 44 2018 concerning the implementation of health promotion hospitals (HPH) has been monitored by the Association of Health Promotion Hospital. Health promotion is expected to provide education to patients, relatives, and hospital visitors. Thus, when they come to the hospital, they get the treatment and health information from the hospital medium or counseling delivered

by doctors, pharmacists, or nurses. Recently, the applied regulation follows the standards of KARS (Commission on Hospital Accreditation), especially in MKE (Communication and Education Management). Hospitals, as the health vanguard, can improve the quality of services through health promotion hospitals (Hendriani & Hadi, 2020).

The WHO concept on this health policy illustrates that all parties, such as the government institutions, private institutions, professionals, and non-governmental organizations, must implement health efforts using health promotion (Rachmawati et al., 2019). Health promotion is essential for overcoming the current lifestyles highlighted by various fast food and lack of exercise; thus, health promotion can control their health (Walkeden & Walker, 2015).

Health promotion is important because some people with low social and economic conditions usually have poor health. Besides, a low socioeconomic society has a shorter life expectancy and life average than an upper-class society (van Heijster et al., 2021). Another opinion states that health promotion is a preventive effort to maintain the health conditions of a community group (Fridayanti & Laksono, 2017).

Health promotion is implemented to change community behavior by providing information and motivation and fostering public awareness level of potential diseases and health maintenance to improve their health conditions (Hendriani & Hadi, 2020). Many factors can affect the effectiveness of health promotion, such as the roles of community leaders and the use of mass media, non-mass media, and online media (Pack et al., 1985). Health promotion requires human resources who understand its functions and importance because, to date, many health workers do not understand the HPH that improves public health (Larasanti, 2017).

Therefore, realizing effective health promotion requires communication strategies (Saleh & Sihite, 2020). To establish communication strategies, hospitals must choose communication components, such as effective media to communicate activities, good message packing, and easily understandable message content.

The main objective of the communication strategy is to inform the capacity and quality of information (Rohmah, 2018). In other words, a good communication strategy refers to a harmonious combination of communicators, message content, media communication, target audience, and expected effects. This study employed Laswell's communication mode to analyze the implementation of health promotion hospitals in West Java. This model postulates Who Says What in Which Channel to Whom with What Effects. Thus, this study aimed to determine

- 1) Communicators' strategies for the health promotion hospitals,
- 2) Strategies for determining the message content and packaging of health promotion hospitals,
- 3) Strategies for selecting media to conduct health promoting hospital,
- 4) Strategies for determining the audience or targets of health promotion hospitals, and
- 5) Responses or effects of implementing health promotion hospitals.

Health is a basic need of every person because every aspect of life is related to health. Health development must strive for 3 pillars, namely the healthy paradigm, strengthening access to health services and providing the cost of the National Health Insurance, which is still being pursued by the government. The Covid-19 pandemic that occurred throughout 2020 can minimize its spread by implementing a Clean and Healthy Lifestyle (PHBS) by implementing 3M (wearing masks, washing hands with soap and maintaining distance).

Hospitals as health care facilities are expected to contribute not only to curative activities, but also to health development through preventive and promotive actions. Hospitals are expected to be committed to implementing integrated and sustainable health promotion. It is hoped that health promotion can be a driving force in carrying out the reorientation of health services.

In the Permenkes, hospitals are required to organize PKRS (Hospital Health Promotion) with the principles of a healthy paradigm, equality, independence, integration, and sustainability. The standard for PKRS is that hospitals must have health promotion regulations, carry out health promotion assessments for patients, patient families, hospital human resources, hospital visitors, and the community around the hospital. In addition, the hospital also carries out health promotion interventions and monitoring health promotion evaluations.

For this reason, it is necessary to understand social capital, collaboration, cohesiveness, strategies and effective communication techniques from medical officers so that the Health Promotion Activity program can run according to its objectives. Seeing this condition, we, the research team of the Public Relations Study Program, Fikom Unpad, are interested in conducting research related to the implementation of hospital health promotion activities in West Java.

Health promotion is a process to make people better able to control, maintain, and improve their health. Usually this process is carried out by health workers by conducting home care or visits to people's homes or providing health education through counseling in communities and villages. This health promotion is not only conveyed through theory but also through demonstrations about the importance of maintaining health or steps to deal with disease. This demonstration needs to be done because the level of understanding of each community is different.

PKRS does not only apply in Indonesia, but throughout the world. The World Health Organization (WHO) through the Collaborating Center for Health Promotion in Health and Health Care, emphasizes that hospitals carry out health promotion and disease prevention in carrying out health services. Implementing health promotion in hospitals requires collaboration in supporting an integrated system. Collaboration with various parties is crucial so that health promotion can be carried out optimally and sustainably.

Health promotion regulations, carrying out health promotion assessments for patients, patient families, hospital human resources, hospital visitors, and the community around the hospital. In addition, the hospital also carries out health promotion interventions and monitoring health promotion evaluations. The goal is not only for individuals to be aware of health, but must also be useful for families who have sick family members.

Research Methods

The researchers examined a problem of health information dissemination, which is communication strategies in health promotion hospitals in West Java. This research employed a descriptive method with qualitative data. A descriptive method constitutes a research procedure producing descriptive data in written or spoken words from observable human and behaviors ([Intergovernmental Panel on Climate Change, 2014](#)). Meanwhile, the approach of this study was a descriptive analysis to describe or explain a real phenomenon. Descriptive research is intended to illustrate or describe the state of subjects or research objects.

This research is practically trying to examine real life events experienced by the subjects of this research holistically and meaningfully. In a more straightforward description, this study seeks to provide a description and explanation of the Implementation of Health Communication through Hospital Health Promotion in West Java Province.

Researchers are an integral part of the data, meaning that researchers are actively involved in determining the type of data desired. Thus, researchers become research instruments that must be directly involved in the field. Therefore, qualitative research is subjective and the results are more casuistic, not to be generalized. Research design may change or be adapted to research developments.

The data analysis technique used in this study refers to the concept of Miles & Huberman, namely an interactive model that classifies data analysis in three steps, namely data reduction, data presentation and conclusion drawing (Miles & Huberman, 2007).

Researchers extensively explored phenomena emerging in the implementation of health communication for health promotion hospitals in West Java. The research aimed to gather great facts on implementing health communication in the health promotion hospitals in West Java. The research samples were RSUD (Regional Public Hospital) Cibabat Cimahi, RSUD Soreang, RSUD Lembang, RSUP (Central General Hospital) Hasan Sadikin, RSUD dr. Soekardjo Tasikmalaya, RSUD Kota Banjar, RSUD Ciamis, RSUD Pandega Pangandaran, RSUD Sumedang, and RSUD Cideres Majalengka. The research informants referred to parties directly involved in the implementation of health promotion hospitals.

Results and Discussion

This study employed Laswell's communication mode to analyze the implementation of health promotion hospitals in West Java. This model postulates Who Says What in Which Channel to Whom with What Effects.

Communicators' strategy for health promotion hospitals

HPH standards have been developed and used as a reference to prepare hospital accreditation instruments, especially related to health promotion. Therefore, the fulfillment of HPH standards is crucially analyzed (Panggabean, 2020). The communicators of health promotion are health workers, including doctors, nurses, health promoters, nutritionists, rehabilitationists, and pharmacists. They promote health in two ways: internal and external promotions.

In the internal promotion, they take turns delivering health education by considering the needs of hospitalized patients. Meanwhile, for outpatient care before the pandemic, the hospital scheduled some doctors in each poly to conduct health education for patients. The external promotion outside the hospital is conducted by cooperating with several agencies, such as the department of education, the public health centers, and private clinics. Moreover, health workers promote health in educational institutions, such as elementary, middle, and high schools.

Health promotion aims to provide education for the community. This promotion makes people know, want to, and be capable of helping themselves. Thus, they can reduce levels of pain because they can help themselves.

As a communicator of health promotion, health workers must have the competence to successfully establish effective communication because effective communication enables recipients of the education to receive the delivered message. In addition, health workers

necessarily increase knowledge of their fields. Thus, they can deliver more updated health information to the general public. One of the strategies implemented by health workers is being an excellent listener to minimize levels of communication misunderstanding between the targets and health workers.

Strategies for determining the content and packaging messages of health promotion hospitals

A message is pivotal because its content is expected to provide information and knowledge for the target audience as well as change attitudes and behavior as desired. A message must contain the following elements to enable the target audience to understand it effortlessly. a) A message must adjust to the needs. b) A message must use simple language easily understood. c) A message is packed excellently to attract the attention of target audiences (Cangara, 2013).

Hospitals determine and design message content of information required by patients. For example, the materials delivered consider the number of diseases mostly suffered by patients in a particular poly. Besides, the hospital initially observes types of information needed by assessing inpatients. This assessment is conducted by distributing a form to explore patients' behavior, life patterns, disease history, etc. Thus, doctors who treat the patients can provide the right education for them.

Furthermore, materials are selected based on requests. For example, a hospital can invite speakers from the department of education, the department of health, schools, or villages to talk about health. The information message and content are delivered by considering the patients' requests.

Strategies for selecting media of health promotion hospitals

One of the crucial points in communication strategies is determining the types of media used to ensure that the message is precisely conveyed. The right selection of communication media can create effective communication that can change the audience's behavior as expected (Prof. Dr. Alo Liliweri, 2010).

In this study, hospitals in West Java generally apply several media, including electronic-based media and non-mass media. The followings are some media used by the hospitals to promote health.

Table 1. *The Use of Media for Health Promotion*

Types of Media	Forms of Media
Non-mass media	Wall magazines, leaflets, posters, face-to-face socialization, x banners, medical records, banners, flyers
Mass media	Audios, videos, running texts, radios, local newspapers
Online media	Facebook, Instagram, websites

Source: Research results in 2021

Each medium has advantages and disadvantages. The media is selected by considering the needs, conditions, and situations. For example, hospitals promote health promotion in public health centers or clinics by playing videos in patient waiting rooms or lobbies. Moreover, some leaflets possibly accessed and read by patients and their families are available there. In addition, banners and x-banners are used to disseminate health information and set in several strategic places easily seen and read by patients and their families.

During the pandemic, face-to-face meetings for health education in a group cannot be implemented. Meanwhile, an individual's health education cannot be done in a long time. Social media is effectively and efficiently used to optimize health promotion during the pandemic. Moreover, social media are inexpensive and can reach targets quickly and widely. Social media provides opportunities that never existed before to promote health and enable inter-generations and inter-audiences interactions (Johnson et al., 2014).

Some advantages of using social media for health promotion are as follows (Pinto, Antunes, & Almeida, 2021).

- 1) Social media are easily accessible using gadgets, smartphones, and computers.
- 2) Social media enable users and administrators to interact directly.
- 3) Social media can create group communities to exchange health-related information.
- 4) Social media can be a cheap and effective campaign media

Another advantage of social media is potentially escalating high participation rates of the community because the cooperation between the community and health workers is necessary to promote health (Nurdianna, 2017). Recently, many departments have utilized social media and non-mass media to promote their activities; thus, their message can be effectively conveyed and reach the wider community (Komariah & Subekti, 2016). In addition, the community usually adjusts intellectual and material abilities to search for health information (Yusup Mr et al., 2019).

One of the electronic media used to promote health is videos of health education in hospitals. The videos are aired on internal networks, such as Signet Digital, and posted on the social media of the hospitals. During the Covid-19 pandemic, health promotion is more utilized social media besides using leaflets, posters, banners, and LEDs placed in strategic locations.

Strategies for determining audience or targets of health promotion hospitals

The strategies for succeeding communication strategies are knowing the target audience's background, techniques to communicate with them, their education levels, and their ages. These differences will determine the types of messages and media used; thus, the strategies become effective.

Determining the target audience will positively influence the achievement of objectives of communication strategies. This determination consists of several steps

- 1) Dividing the target audience's segmentation used as a reference for scheduling activities,
- 2) Packaging the message content that adjusts to the target audience's age, education, or gender, and
- 3) Adapting communication media with the audience's characteristics.

To date, the targets of health promotion are visitors and patients. However, it is possible that the targets will be expanded, such as the surrounding community and society. Meanwhile, hospitals utilize social media, mass media, and non-mass media to disseminate health education to the public. The current target priorities are visitors and patients because many patients and their families do not know the standard operating procedures of health in a hospital environment. For example, one of the requirements of medical treatment for patients is informed consent in the form of approval.

The responses or effects of implementing health promotion hospitals

The next step after conducting promotional activities was to measure their impacts on the target audience. The next step assessed whether the message was understandable, how the target audience's attitude was after receiving the message, and whether the audience's behavior changed into health behavior.

Communication media, such as non-mass, mass, and online media, have big roles in delivering information to society. Lifestyle, social, economic, and cultural changes have attracted society's attention to gain information. Moreover, daily life events have changed people's life directions as directly and indirectly revealed in the mass, printed, and electronic media (Komariah & Subekti, 2016). Currently, much health information is reported in the media, especially social media. However, the question arises whether the reported information is correct and a part of the health promotion. Therefore, it is necessary to evaluate health promotion activities to investigate if health promotion brings practical impacts or follows the objectives.

Hospitals have a program, namely the three-month monitoring and evaluation, to evaluate health promotion activities. Moreover, this program is conducted to determine health workers' levels of compliance in running health promoting hospitals (HPH), the occurrence of a change in the target behavior after implementing HPH, and accurate use of communication media. Monitoring and evaluation have several benefits.

- 1) They enable hospitals to mediate if patients are dissatisfied with doctors because this incident will create an unpleasant condition for both parties.
- 2) They give comprehension to patients that the hospitals have provided services based on the applied standard operating procedures. This benefit prevents the patients from having misperception.

Another evaluation aims to evaluate if the use of communication media has been appropriate or not. For example, the effectiveness of using Instagram is measured by the following indicators:

- 1) The number of likes and comments on every post,
- 2) Messages delivered repeatedly due to relatively similar templates for health promotion in hospitals' Instagram accounts, and
- 3) Target audience's unequal information exposure since not all patients use social media, especially elderlies.

Besides using social media, health messages are promoted on websites with a measurable range of visitors and a link for the consultation via WhatsApp.

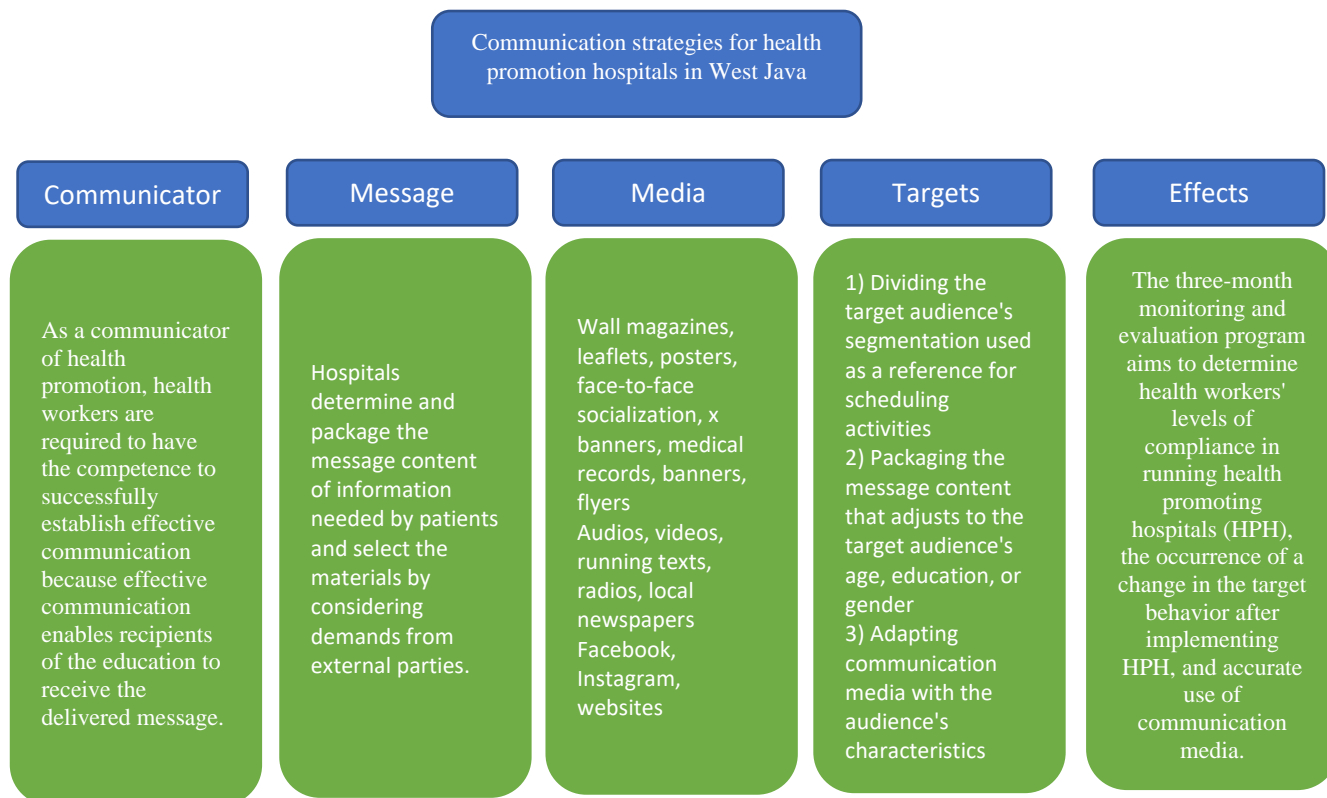


Figure 1. *Communication Strategy Models of Health Promoting Hospitals in West Java*
Source: Processed by the researchers considering Laswell's communication model

The communication strategies for health promotion have several challenges to consider.

- 1) Facilities, infrastructures, and outdoor media for services, such as billboards, are not insufficiently available.
- 2) Professional workers, such as doctors, nurses, midwives, etc., must participate in training on education. Thus, they can effectively provide education processes for patients or their families with hospital accreditation standards.
- 3) Educators of health professionals must receive significant communication training.

Conclusion

Many factors can affect the effectiveness of health promotion, such as the role of communicators, the selection of message content, the use of mass, non-mass, and online media, the selection of targets, and evaluation activities. The research suggests two points. First, health promotion communicators, namely health workers, must have the competence to establish effective communication. Thus, the message is delivered to recipients of education precisely. Second, the hospital determines and designs the message contents by considering the information needed by patients. Moreover, the hospital selects the materials based on external parties' requests. Third, the media primarily used in health promotion are bulletin, leaflets, posters, face-to-face socialization, x banner, medical records, banners, brochures, audios, videos, running texts, radios, local newspapers, Facebook, Instagram, and websites. Fourth, hospitals segment the target audience to adjust the message packaging and content. Fifth, monitoring and evaluation are performed to determine compliance levels of health workers in running health promotion hospitals, the targeted behavior change after implementing health promotion hospitals, and accurate use of communication media.

In the implementation of the Hospital Health Promotion Implementation, it is necessary to change the hospital's orientation towards increasing attention to promotive efforts, so that the hospital becomes a Health Promoting Hospital. Increasing hospital resources, which includes increasing human resources, both quantitatively and qualitatively and increasing other resources (organization, funds, facilities and equipment) in order to become a Health Promoter Hospital.

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