Utilizing social media for socialization of gema cermat program by public health office of west java indonesia

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Abstract. The development of Communication Technology has triggered the transformation of the society’s mindset and behavior related to information seeking. The growth of internet and communication technology advancement such as smartphone, allows people to easily access social media. Understanding this trend, Public Health Office of West Java, Indonesia, focuses on the utilization of social media to socialize the ‘GeMa CerMat’ (Gerakan Masyarakat Cerdas Menggunakan Obat) a program, where people are advocated to be ‘smart’ in consuming pharmaceutical medicines. In this program, The Public Health Office attempts to increase the awareness of the society related to the appropriate and rational use of medicine whilst also trying to increase the knowledge of the society related to the matter. The result of the study shows that the respondents which are participants of the socialization program consider the usage of media platform be a positive aspect. Socialization activities are also conducted using direct face-to-face communication and also using other indirect communication platform. Face-to-face communication were conducted using counseling and seminars, whilst communication through media utilizes pamphlets, social media (Facebook and Instagram), other internet services and radio shows.

1. Introduction
Addressing issues on medicine that circulates in the society would result in the discussion on how the behavior of the society when consuming medicine. There five categories of medicine that are regulated in Indonesia; free medicine, limited free medicine, heavy medicine, psychotropics, and narcotics. Medicine with a green-colored logo can be freely obtained in local shops and drugstores. Paracetamols, vitamins, can obtained even in small shops called ‘warung’ in any neighborhood. Limited free medicine, can only be sold on a licensed drugstore and apothecary. These kinds of medicine have a blue-colored logo, can be bought without a prescription from the physicians.  

Problem occurs when people purchases heavy medication, and sometimes psychotropics without a proper prescription from a certified physician. For example, it is quite common for parents to give antibiotics to their unwell child without having a proper doctor-patient consultation. Antibiotics are categorized as heavy medicine with a red-colored logo, can only be purchased with a doctor’s

1 Interview with Ms. Mimin Head of Pangandaran health center, executive committee of Gema Cermat Socialization program
prescription. In reality, it is very easy for people in Indonesia to purchase antibiotics such as amoxicillin or cefadroxil without having a prescription. \(^2\)

The usage of prescribed medication without having prescription is quite common in Indonesia, it is due to the lack of knowledge of proper and rational use of medication. People are also lacking in knowledge when it comes to storing and throwing away medicine properly. We believe that this is due to the lack of information related to the proper use of medication.

According to the 2013 Basic Health Research (Riset Kesehatan Dasar) conducted by the ministry of health, 35.2% household keeps certain drugs for self-medication. From that number, 35.7% of them have heavy medicine with 27.8% of the number includes antibiotics. The number of antibiotics owned without prescription are 86.1% throughout every Indonesian households \(^1\). The inappropriate usage of antibiotics would allow bacterial resistance towards medication, implicating in new health problems. To tackle such behavior, the GeMa CerMat socialization program established a jargon called ‘Dagusibu’ on how to properly use medication; it is an acronym from words of: dapatkan (obtain), gunakan (use), simpan (keep), and buang (throw away). Dagusibu advocates the participant to take those actions into account when dealing with medicine.

With Gema Cermat socialization program, community at large are expected to be aware and be more careful in choosing and utilizing medicine. Upon purchasing medication, people are advised to read the documentation on how to use the medicine. It is also preferable to consult a physician, visit the nearest health center, or nearest hospital to obtain a proper health consultation.

Socialization is a communication activity in conveying messages. The success of a good communication activity is determined by the choice of a communication strategy. When there is no communication strategy, the effects of the communication process are unlikely to have the expected results.

In essence, communication is a process of delivering statements between humans, in which the statements are a person's beliefs or feelings to others by using language as a channeling tool. In the language of communication, the statement is called a message, the person who delivers the message is called a communicator, while the person who receives the statement is named the communicant. To be clear, communication is the process of communicating the message by the communicator to the communicant. Communication is a social process that is very basic and vital within human life. It is said to be fundamental because in every human society, both primitive and modern, people tends to maintain an agreement on various social rules and values through communication \(^2\).

Media, utilized as a communication platform, have many obstacles that would hinder the optimization the use of media. Technical issues, for example, would render communication media ineffective, such as the requirement of electricity power for many electronic communication devices. No power, no communication outlet. Nevertheless, such limitation are uncontrollable factors. Communicators need to be prepared in selecting and choosing the appropriate media for socialization activities. The quality of media use need to be considered, and the whether the media is appropriate for the type of audience and suitable to the kind of communication activity, should also be considered.

In a research by Komariah, et. al (2016), media is paramount for the success of communication process of health-related subject. In this particular research, the public health office of Tasikmalaya regency, West Java, use several platform of communication media to serve the purpose of providing source of information for healthcare. Media allows the public health office of Tasikmalaya to disseminate information to a large number of audience, simultaneously within a short amount of time \(^3\).

In this modern era of technological advancement, the development of smartphone shows a rapid increase in numbers of usage globally. It is predicted by 2019 the global smartphone usage would reach the number of 5 billion in 2019 according to a tech website, \(\text{http://teknologi.id/}\). The figures are shown in Picture 1 as follows.

\(^2\) Interview with participants of Gema Cermat socialization program
According to the website, the growth of internet usage would also be affected by the significant increase of global smartphone user. Cost for internet access thorough mobile phone has also decrease dramatically. More than 200 million people would be getting their first smartphone in 2017, and two thirds of the entire world population of 7.6 billion people possesses a cell-phone. More than half of the cell-phone are smartphones, allowing global citizen to easily access internet anywhere with cellular access.

According to Global Web Index [4], there has been significant increase of social media usage globally, in which the top social media platform (Facebook, twitter, Instagram), would be gaining approximately 1 million new users daily for the past 12 months or so. More than 3 billion people are connected through social media, with 9 of 10 user access social media using their smartphones. Other insights include; 1) The number of internet users in 2018 is 4.021 billion, increases 7 percent year on year; 2) The number of social media users in 2018 was 3.196 billion, increases 13 percent year on year; 3) The number of cellular phone users in 2018 is 5.135 billion, increases 4 percent year on year. Recent data from Global Web Index [4] also shows that internet uses spend an average of 6 hours per day using their gadget, connected to the internet.

![Figure 1. Smartphone Users](https://teknologi.id/insight/jumlah-pengguna-smartphone-di-seluruh-dunia-dari-2014-2020).

Source: [https://teknologi.id/insight/jumlah-pengguna-smartphone-di-seluruh-dunia-dari-2014-2020](https://teknologi.id/insight/jumlah-pengguna-smartphone-di-seluruh-dunia-dari-2014-2020).
Almost 1 million people start using social media for the first time every day for the past year - that's equivalent to more than 11 new users every second. The global number of people using social media has grown by 13 percent in the past 12 months. On Facebook alone, the number of users aged 65 years and over has increased by almost 20 percent in the past 12 months. The number of teenagers using Facebook also increased, while the number of users aged 13 to 17 years only grew 5 percent since January 2017.

Using social media, is now. That is something that is also considered by the Public Health Office of West Java to disseminate information, in this case disseminating the Gema Cermat program for proper and rational use of medicine. The socialization process, combines social media with other communication media platform and direct, face to face communication. In this study, we try to observe the preference of media during the socialization process, through the participants' (audience) point of view.

The research utilizes descriptive approach with quantitative and qualitative data. Quantitative data were obtained from 56 respondents, participants of GeMa CerMat socialization program, from Pangandaran regency, Purwakarta regency, and the city of Bandung. Respondents are cadres of PKK (Pembinaan Keluarga Sejahtera, Family Welfare Development units) whom are also participants of the GeMa CerMat training (socialization program). Qualitative data were obtained from the following key informants: 1) spokesperson of Gema Cermat training; 2) The Organizing Committee of the Gema Cermat socialization; 3) Participants in the socialization of Gema Cermat.

2. Result and Discussion
The following data are quantitative data from the respondents:

Table 1. Evaluating the usage of communication media platform in the GeMa CerMat socialization program

| No | Question                  | Approval Rate | Score | Total |
|----|---------------------------|---------------|-------|-------|
|    |                           | Answer        | Weight| f     | %    |       |
| 1  |                           | Strongly Agree| 5     | 2     | 10   | 0.03  | 215   |

Figure 2. Users using Internet
Source: Global Web Index, 2018
### Categorization of usage of media platform and communication tools during socialization of GeMa CerMat

| Description | Agree | Doubtful | Disagree | Strongly disagree |
|-------------|-------|----------|----------|-------------------|
| The usage of media platform or communication tools in the socialization of GeMa CerMat is reliable | 4 | 3 | 2 | 1 |
| The venue for the socialization of GeMa CerMat is appropriate | 5 | 4 | 3 | 1 |
| Social Media (Facebook, twitter) is appropriate for socialization of GeMa CerMat | 5 | 4 | 3 | 1 |

Cumulative Score: 599

Source: Research Questionnaire

The usage of media platform or communication tools in the socialization of GeMa CerMat is reliable

| Description | Agree | Doubtful | Disagree | Strongly disagree |
|-------------|-------|----------|----------|-------------------|
| Agree | 45 | 7 | 21 | 0.80 |
| Doubtful | 3 | 7 | 21 | 0.13 |
| Disagree | 2 | 2 | 4 | 0.04 |
| Strongly disagree | 1 | 0 | 0 | 0 |

The venue for the socialization of GeMa CerMat is appropriate/representative

| Description | Strongly Agree | Agree | Doubtful | Disagree | Strongly disagree |
|-------------|---------------|-------|----------|----------|-------------------|
| Strongly Agree | 5 | 3 | 15 | 0.05 |
| Agree | 4 | 43 | 172 | 0.77 |
| Doubtful | 3 | 6 | 18 | 0.11 |
| Disagree | 2 | 4 | 8 | 0.07 |
| Strongly disagree | 1 | 0 | 0 | 0 |

Social Media (Facebook, twitter) is appropriate for socialization of GeMa CerMat

| Description | Strongly Agree | Agree | Doubtful | Disagree | Strongly disagree |
|-------------|---------------|-------|----------|----------|-------------------|
| Strongly Agree | 5 | 2 | 10 | 0.03 |
| Agree | 4 | 31 | 124 | 0.55 |
| Doubtful | 3 | 6 | 18 | 0.11 |
| Disagree | 2 | 2 | 4 | 0.04 |
| Strongly disagree | 1 | 15 | 15 | 0.27 |

Cumulative Score: 599

Max Score = 5 x 3 X 56 = 840
Minimum score = 1 x 3 x 56 = 168
Median = 168 + 840 = 1008 : 2 = 504
First Quartile = 168 + 504 : 2 = 336
Third Quartile = 168 + 840 : 2 = 588

\[ \sum \text{usage of media platform and communication tools} = 599, \text{meaning } > (\text{larger}) \text{ than the third quartile, indicating very positive response.} \]

According to the respondent or the participants of the socialization in evaluating the media aspects and usage of communication tools of Gema CerMat socialization were considered very positive.

Based on the statement regarding "The media or tools used in the Gema CerMat socialization program are reliable". Some 45 respondents (80%) agreed that the media used in socialization was quite effective in conveying messages. There are only 2 respondents who disagree with the aspects of media reliability used in socialization. Effective socialization requires the media to disseminate information [5]. In carrying out socialization, the committee uses the process of communication directly with face to face and through the communication media. Face-to-face communication utilizes counseling and seminars, while communication through media through leaflets, social media (Facebook, Twitter, Instagram), internet pages, and radio shows.
Respondents' attitude towards the media that is used were positive, meaning the respondents agree that the communication media used in the socialization has been effective and the messages delivered are clear and easy to understand. To determine the most appropriate media, the considerations are which media offers the most in terms of price efficiency to convey information and messages, it requires an in-depth understanding of all the attributes of each media and also the costs that must be incurred [6].

The purpose of this Gema Cermat socialization program is to increase public awareness about the proper use of drugs and the increase in public knowledge about rational use of drugs, where the messages delivered through the communication media such as social media are expected to reach the wider society.

Question number two regarding "The venue of the Gema Cermat socialization program is adequate/representative", most of the respondents, 43 people (77%), agreed on this notion meaning that the venue is considered to be adequate for the socialization program and supports the process of the entire process. Facilities and infrastructure such as socialization buildings, chairs, LCD projectors, lighting are considered to be quite satisfactory by the respondents.

The third question about the usage of social media (face book, twitter) is very suitable for socialization of the GeMa CerMat, 31 people agreed on the notion, with a total score of 171 which means that the respondents or participants of the socialization program positively evaluate the utilization of social media. The score of the third question is relatively smaller than the first and second question. This is due to the low of information literacy for most of the respondents. In this type of society, lower-end social class, people tend to swallow a piece of information without trying to validate the information first.

Social media is a place that is used for indirect interaction or sans face to face interaction. Social media is ubiquitous, and thanks to the social media we can interact with almost everyone whenever we want and wherever we are. Social media is an internet-based media where people who are exploring social media use it to represent themselves, to share information, to get to know new people, and so on. The use of social media in modern society is more like a lifestyle and a requirement for people living in the globalized era [7].

Social media is increasingly being used as a source of information, including information related to risk and crisis. Currently, how the piece of information becomes available on social media influences the perception of source credibility. Online social networking technology also allows individuals to share information simultaneously with a large number of people easily. This means that social media here is quite effective in influencing knowledge for the society at large.

In terms of GeMa CerMat socialization program by the public health office of West Java, the most widely used online-based media are websites, Facebook and Instagram. Social media is used by the Health Office to provide information about types of drugs, drug use, side effects of drugs and contra-indications of drugs. Social media is an effective communication media because it is easier to use and is also cheaper on cost basis. The use of social media can be effective and efficient if done consistently, providing updated information daily. Unfortunately, the Public Health Office has not evaluated the results of using social media whether it is effective in changing the behavior of the community or not. The reason for this is quite simple, it is because the central government has never asked for the results, and the lack of funds allocated for further research related on the matter.

3. Conclusions

The community is aware of the risk of using medicines which can be toxic, but people tend to buy drugs in a careless manner and they also need to understand that antibiotics should be entirely consumed. Improving public understanding about drugs usage, storage and disposal of drugs is paramount. It is also highly important to increase caution when related to drug use, particularly related to carelessly giving drugs to children and member of families without prescription.

The use of social media as a means of socialization by the West Java Provincial Health Office is quite effective in conveying messages to increase public awareness about the proper use of drugs and increasing public knowledge about rational drug use.
Socialization is carried out through a process of direct communication with face to face and through the communication media platform. Face-to-face communication are conducted through counseling and seminars, while communication through communication media platform utilizes through leaflets, social media (Facebook, Instagram), internet pages, and radio shows.

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