

# Communication Strategies in Combating Communicable Diseases in Jember Regency (Case Study of Kemuningsari Health Center, Jember Regency)

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**Abstract**— Unhealthy environment, unhealthy clean water supply, cramped houses for residents, toilets in the river and anywhere causing diarrhea, dengue fever, tuberculosis and leprosy. To overcome this problem, an appropriate communication strategy is needed by environmental sanitation officers to: 1. Change the wrong behavior of the community, 2. Grow awareness, willingness and ability to live healthy lives, 3. As well as reduce morbidity or death caused by environmental factors, research it seeks to describe communication strategies in the field of sanitation in combating infectious diseases. Supporting theories are Scott M. Cultip and Allen H Center R: 1) Fact Finding, 2). Planning, 3). Communication, 4). Evaluation. The results of the discussion include: 1). Fact Search finds areas of counseling concentration by identifying audience reference frames 2). Plan to extract information through the community about their environmental conditions and behavior, then arrange a work program that is by conducting counseling and home visits as well as counseling. 3). Personal communication is usually from house to house or when patients go to the health center and group communication by gathering community and then given counseling. 4). Evaluation, evaluation of work programs can already be done by holding a social gathering or pinching.

**Keywords:** *Communication Strategies, Infectious Diseases*

## I. INTRODUCTION

The life of people in rural areas who generally work as farmers have low awareness in implementing clean and healthy lifestyles. Likewise what happened in Kemuningsari Village, which generally did not meet health requirements, such as the existence of a kitchen other than as a place to cook, also functioned as a cattle pen, they generally did not have a bathroom so the river was used for bathing (MCK). For farmers who deal with irrigation everyday, farmers generally do not realize that at any time they are under threat of health that comes from the irrigation water. Threats can be parasitic schistosomiasis, cholera and other gastrointestinal diseases. Moreover, the community's diet or diet is still far from four healthy five perfect where a lack of calories, protein and other nutrients affects a person's resistance to infectious diseases plus there are still some people who throw their feces in the open such as in gardens, rice fields, rivers and others.

In the context of improving environmental health, the quality of water used by the community needs to be

considered because in reality what happens in the community often consumes drinking water that is less qualified as healthy drinking water. Water quality requirements include physical, chemical, and bacteriological requirements, these requirements form a unity. So, if there is only one parameter that does not meet the requirements then the water can cause various disturbances including awareness, aesthetics and economics. And infectious diseases that often attack the people of Kemuningsari village are diarrhea, dengue fever, tuberculosis and leprosy. To overcome this problem, some of the efforts that have been made by health sanitation workers so far have been by providing counseling, namely by providing various information about healthy life behaviors and information regarding sanitation facilities that meet health requirements and that are in accordance with the needs and abilities of the community as well as information regarding safeguarding water quality.

The communication strategy of a health sanitation worker also needs to understand the nature of communication, which is to choose which method is taken to communicate well. And the message to be conveyed must be designed so that the public can easily understand it. The campaign or outreach method is carried out in a planned, systematic, psychological manner and is carried out repeatedly and continuously and cannot be separated from persuasive and educative (educative) communication. From the description above it is clear that all the problems that have occurred so far in the Kemuningsari village community such as the emergence of various types of diarrheal diseases, influenza and dengue fever need to get serious attention so that the frequency of spread can be reduced and overcome. For this reason, an appropriate communication strategy is needed so that the message conveyed can be received and understood well in the hope that it can change behavior, attitudes with the end result can create an increase in health status with the level of awareness, progress and ability of the community itself and it is very suitable as a topic for conducted research.

## II. LITERATURE REVIEW

According to Effendy, the strategy is essentially planning (planning) and management to achieve a goal. To achieve these objectives, the strategy does not function as a road map that only shows direction, but must show operational tactics. Cutlip and Center, to support the implementation of the

public relations work process, it requires effective communication through four stages namely:

(1) Fact-Finding, which is looking for and gathering facts or data before someone does an activity or action as needed by the public. (2). Planning, which is based on facts and data obtained, a public relations practitioner makes plans in dealing with these problems. To avoid failure and get the expected results which include. Sender or Communicator (Encoder). Can be an individual who represents an agency or agency that is usually sufficient to meet the requirements such as honesty, skill, understanding and already known by the community. Message. Can be delivered verbally, in writing, using pictures or other symbols that are "meaningful" for both parties. The media is to have what media is appropriate and which is appropriate to the conditions of the community. Communication means to whom the message is addressed and how communication knowledge about that is still related to the message to be conveyed. (3). Communication namely carrying out operations after the plan is prepared based on data / facts that have been collected. (4) Evaluation, namely conducting an evaluation to assess whether the objectives have been achieved well [1]

In carrying out socialization or outreach activities even for campaigning and propaganda in addition to campaigning work programs, activities and information, other objectives are to introduce, increase awareness or understanding and seek public support from target audiences (target audience) and at the same time influence and persuade related target audiences and addressed (significant public), in the broader or broader sense of the public relations campaign, it provides continuous illumination and understanding and motivates the public towards a particular activity or program through continuous and planned communication processes and techniques to achieve publicity and a positive image [2]

There are 3 stages that need to be considered in conducting socialization and campaigns.

#### 1) Education

At this stage what will be conveyed to the community must be directed to educate the public.

#### 2) Planning

Here are prepared various things before the campaign is carried out in detail in accordance with the objectives to be achieved precisely, correctly and ethically. It really is planned planning.

#### 3) Implementation

This is intended to regulate sanctions for violators of the rules. That needs to be socialized widely and decisively [3]

Therefore, campaign implementers or outreach officials must avoid things that can cause counter effects, which are related to the community. Do not let the community turn against and will not follow, carry out the contents or message delivered. That is why a truly proper plan is needed and in its implementation it remains based on the philosophy of public relations, maintaining goodwill, respecting and trustworthy, educational and should not be forgotten.

#### Public Relations Work Processes

In practicing public relations work is actually not only carrying out "one" activity only, but in reality it contains "various" which incidentally all need to be considered from

the various types of activities only partially clear. For details, implementing the public relations function requires the following matters:

- A variety of expertise that can be relied upon.
- People who are truly trusted.
- Supervisor and coordination.
- Attention to every detail.
- Professionally carried out [3]

Whereas in its implementation requires an atmosphere conducive, open to each other, the existence of trust-trust that is full of responsibility. The steps of public relations in carrying out its functions.

- Organizational goals must be clear, transparent.
- Review.
- Creating a concept, product or service quality that will be realized with everything related including infrastructure so that it can be realized.
- Products and services are correct according to the needs of the desires, expectations of the public.
- Choose and use the right media.
- Listen, pay attention, respect, trust through ideas, opinions, proposals, desires, needs, complaints, criticism and others [3]

According to Cutlip and the Center to support the implementation of public relations work processes required effective communication through four stages namely

#### 1) Fact-Finding

Look for and collect facts or data before someone does an activity or action like what is needed by the public.

#### 2) Planning

Based on the facts and data obtained, a public relations practitioner makes plans in dealing with these problems. To avoid failure and get the expected results which include.

##### a) Sender or Communicator (Encoder)

Can be an individual who represents an agency or agency that is usually sufficient to meet the requirements such as honesty, skill, understanding and already known by the community.

##### b) Message

Can be delivered verbally, in writing, using pictures or other symbols that are "meaningful" for both parties.

##### c) Media

Having the right media and what is in accordance with the conditions of the community.

##### d) Communicant

To whom the message was addressed and how communication knowledge about it still has to do with the message to be conveyed.

#### 3) Communication

Carry out its operations after the plan is prepared based on data / facts that have been collected.

#### 4) Evaluation

Conduct an evaluation to assess whether the objectives have been achieved properly [1]

In addition, a public relations practitioner must have sensitivity, maturity and maturity with basic and mental requirements such as;

- Honesty
- Integrity
- Loyalty
- The ability to observe, analyze problems
- The ability to attract attention
- Ability to establish relationships [3]

The time has come for health professionals and communication specialists to address four issues: recognition of these diseases as new communicable diseases, greater research on the specific effect mass media have on public health, the partner relationship between media and health professionals, and training in communication for health personnel. The future of public health, especially in the area of combating the growing lifestyle diseases, as we enter the 21st century, depends to some extent on what steps are taken now. © 1989, Taylor & Francis Group, LLC. All rights reserved [4]

The increasing discussion of global NCDs, including at the 2011 United Nations General Assembly High-level Meeting on the Prevention and Control of Non-communicable Diseases, and a request for multi-stakeholder engagement, prompted the International Food Information Council Foundation to sponsor the Global Diet and Physical Activity Communications Summit: "Insights to Motivate Healthful, Active Lifestyles" on September 19, 2011, in New York City. The Summit brought together a diverse group of stakeholders, representing 34 nations from governments; communication, health, nutrition, and fitness professions; civil society; nonprofits; academia; and the private sector. The Summit provided expert insights and best practices for the use of science-based, behavior-focused communications to motivate individuals to achieve healthful, active lifestyles, with the goal of reducing the prevalence of NCDs. Presented here are some of the highlights and key findings from the Summit. © 2012 International Life Sciences Institute.

### III. METHOD

This research uses descriptive research with a qualitative approach. The research location is the area where the research will be carried out. The area chosen in this study is Kemuningsari, Jenggawah Subdistrict, Jember Regency and is centered at the Kemuningsari Kidul Health Center, as a counseling and health center for the community. Data collection techniques using open interviews are conducted so the subjects know that they are being interviewed and also know what the purpose of the interview. To find out potential and willing informants to be interviewed so that it has high validity, therefore sampling using snow ball sampling. Data analysis techniques using data reduction, data display and conclusions

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### IV. RESULT

Based on research conducted, that the Kemuningsari village community is still classified as ordinary people, who still do not understand and do not respond to health issues, especially environmental health, they generally carry out various life activities such as MCK (Bathing Washing the Toilet) in rivers and in random places.

"People do not understand about healthy living, this is due to their low education, so they do not understand about health issues. Society better understands that after getting sick for treatment. While hygiene issues, such as healthy living behavior, are not yet understood."

Because of these bad habits there are already some infectious diseases that often appear and attack them,

"Because of the unhealthy habits of living people become affected by diseases such as diarrhea but now somewhat reduced, then dengue fever which is almost every year there is generally in the rainy season, then tuberculosis, typhus there is a little later leprosy".

From the above explanation it can be concluded that the wrong life behavior has become a habit, tradition and even the traditions of the people that are difficult to change. There are ways to get data and problems in the field as described below:

Before carrying out the action there is usually a problem, we look for the problem, the problem arises there is a report immediately after that we check it to appear if there really is a problem directly we data how we collect it first or we find the data first through the village, we collect after the data is accurate then we check into the village data, after the village hall there is indeed a problem that we must deal with later we make an agreement with community leaders, the village head which we collect for counseling ". (Interview Source: Tatik Sujati)

The language used in counseling is part of the plan that must be planned given the low human resources of the community. This is done for effective extension activities.

"In terms of language, in general, there are generally two community health centers in the Kemuningsari Kidul area, namely Madura and Javanese. So for example if there are many paths in the group, we use 'Javanese for counseling, but if in a group with a lot of madurese communities, we use Madura, but we can also use Indonesian "

This was also supported by Tatik Sujati, saying: "For Kemuningsarinya we adjust to what we were talking about, for example the people of Kemuningsari Kidul are Madurese, there is Java, if Kemuningsari is exactly Madurese, it uses communication with Madurese".

From the results of this plan, it is expected that counseling process of delivering the message can survive smoothly and easily to be understood by the public,

especially the lay people and low economy, so that later it can generate awareness and progress itself to change his behavior. The holder of the environmental sanitation program and the eradication of infectious diseases at the Kemuningsari Kidul puskesmas explained: "In general, here at the Kemuningsari Kidul Health Center, each program holder can provide extension work, for example the net Friday program holder, he can also do counseling. All of that has been adapted to their fields such as infectious diseases, family planning holders, on average here even though not program holders are also often given insights about education issues such as those in charge of drugs such as ORS, he is told to demonstrate the salt sugar solution, water 1 cup sugar, 1 spoonful, 10 spoonful of salt understand".

From the description above, the sanitation officer has not made a special selection for communicators who will conduct counseling. In the sense that anyone can do counseling, including officers holding an environmental sanitation program. So that the optimal role of communicators in counseling still needs to be improved. The places used to conduct counseling include, among others, places such as at the puskesmas, village halls, posyandu and existing community groups in turn involving Kemuningsari Kidul puskesmas officials, in a relatively short period of time Tantowi said:

"The counseling that is usually done by the Kemuningsari Kidul officers is twice a week, the time is usually at the village hall or at the posyandu usually in the morning, but if the study groups in the community are sorry or at night".

In addition, in conducting counseling there are two forms of communication that are used by sanitation workers at the Kemuningsari Kidul puskesmas. Tatik Sujati as PMPFM (community counseling) coordinator explained:

"There are two forms of communication that we do in counseling, there are individual counseling and group counseling. If the group counseling is our participants, we collect the data first, then we collect it at a place, but first we give an invitation, but if an individual can get it from home or if we meet we talk".

This was done so that the community felt more cared for and more comfortable considering that its human resources were still low. And generally the people there, can elicit a response from the role of their counselors, Mr Tantowi said:

"It all depends on the officer if the officer is agile, sometimes it can be interesting, humor and so on, so the public can be happy to accept it".

To support the implementation of the sanitation supervisors at the Kemuningsari Kidul Puskesmas, also conduct collaborations or approaches with community leaders as explained by Mr. Tantowi: "We also approach community leaders both formal and informal, formal can be the village head, can be the District Head, while the informal can be the father of Kiay and generally the people here are his role models. So the role of Kiay is needed here".

In addition, sanitation officers always try to foster enthusiasm by giving hope to the community so that it becomes a means of boosting to increase people's interest and awareness for clean living. To evaluate the work program of the PMPFM coordinator, community participation and community outreach Tatik Sujati explained that:

"The evaluation action must be carried out because in order to find out the success or failure of the counseling that has been carried out in the last week, the example of the evaluation action that we did in Kemuningsari Kidul is because of diarrhea, and from this it arises because it is usually a low-economic community if it turns out in the river when it should be You must not defecate in the river like the MCK (bathing, washing, toilet), you cannot dispose the river, you have to wash the toilet, you have to bathe in the bathroom and then to avoid it in Kemuningsari Kidul that is done and starting the road now there is an arisan or Well, the crush will later be given Ansatrin / WC made of cement. With this method, little people or those who don't have it do not mind if it's just a pinch."

Other evaluation actions carried out and started running also is by holding CLTS or total sanitation.

"We hold CLTS so that people can make toilet in their own homes. The way we give counseling in community groups is that we generally see villages that do not have many toilets and then after they are able to make toilets, they usually agree that there is one month, some one week, two weeks, after that we evaluate, we evaluate look there and clearly we must be diligent, if we are not diligent yes we will not succeed".

The work evaluation can always be carried out by the Kemuningsari Kidul Community Health Center sanitation staff as a determination of planning the work program that will come in order easy to make the necessary improvements, because the determination of work programs and strategies based on careful planning.

## V. CONCLUSION

The conclusion of this research is, the fact finding in the field (fact finding) that has been done has found an area to do counseling, the cause of an illness, but has not found an effective way to change the behavior of people's lives that have become a tradition. Communication planning (planning) which is carried out in the field of sanitation based on the results of research, begins by getting to know the characteristics of the audience in depth then compiling a work program along with counseling strategies needed to achieve work goals, but here there is no good coordination between the extension workers so that it does not maximize the strength of the message to be conveyed in the activity. Implementation of the communication strategy (communicating) through two ways namely through group communication and individual communication that comes to the health center and home visits. Group communication is done by recording participants and then given an invitation, after which they are collected at a place ... The media used in extension activities are using TV, CD, Puppet Stage, Flipcharts, and pictures. And the use of this media is able to attract the interest of the community to participate in counseling activities. Evaluation (evaluation) of work programs can already be carried out, especially those concerning JAGA (Family Latrine) problems and diarrhea.

The obstacles that often occur in counseling activities is the difficulty of changing the mindset of the people who assume that their bad living habits do not have any consequences even have become customs and traditions. This happens because the HR is still very low.

Some of the problems that exist from the results of the study, then some things that are of concern are (a) after

conducting counseling, sanitation workers should conduct a survey of people's homes, to find out whether the message delivered can really change their behavior or not. (b) selecting the most effective media in reaching the public because even though the existing media can be accepted by the public, they have not been able to change the mindset and behavior of the people. (c) increase the number of sanitation workers because the relatively small number of officers is unable to provide maximum services to the community. (d) provide specifications for each officer in order to realize the goals that have been applied (e) sanitation officers must continue to improve the quality and health services to be better.

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