

Women Construction Towards Cervical Cancer in Social Media: Case Study of Prevents Cervical Cancer Indonesian Coalition Instagram

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Abstract— *This study is aimed to see how women construction towards cervical cancer in social media used these days. This research was conducted with a qualitative approach on the social construction on women through social media. Data collection was done by doing an observation. The result of the research shows that there is a change on attitude and behavior by having an early examination in the prevention of cervical cancer, it gives positive response obtained through social media towards the social construction on women's health. It is done with active participation of the Prevents Cervical Cancer Indonesian Koalition by paying attention on women's health. The main message delivered and continuously spread with hope that people will begin to realize to pay attention to health, such as: having the knowledge of cervical cancer, HPC vaccination, Pap Smear, and social solidarity among women.*

Keywords: *Social Construction, Cervical Cancer, Social Media*

I. INTRODUCTION

Cancer is one of the leading causes of death throughout the world, one of which is cervical cancer. This disease appears on the cervix. The cervix is one part of the uterus consisting the mouth and cervix. Cervical cancer is not caused by heredity, but a disease that occurs due to changes in normal cells of the cervix caused by a virus called the Human Papilloma Virus (HPV) or HPV infection. Women can be infected with HPV without exception including those who are married and have permanent partners [1].

Cervical cancer symptoms are widely regarded as common things experienced by women so they are considered harmless. In fact, the data on cervical cancer patients increases every year in Indonesia. Based on International Agency Research on Cancer data from the World Health Organization (WHO) in 2012, cervical cancer, is one of the most common causes of female mortality in the world, including Indonesia. In 2014, more than 92 thousand Indonesian women died of cancer with 10.3 percent of them due to cervical cancer.

Cervical cancer can be prevented by doing the primary prevention activities; having HPV vaccination. Moreover cervical cancer spread can be prevented by doing the secondary preventions step which is performing early detection through screening with IVA or having Pap Smear. Cervical cancer Indonesian Coalition is a Coalition or group focusing on women's health ; cervical cancer ; which is very important to be considered. Prevents Cervical Cancer

Indonesian Coalition provides information for the society to gain early understanding about cervical cancer and its effects [2].

Based on the amount of cervical cancer death victims, this research analyzes the chats in the Prevents Cervical Cancer Indonesian Coalition instagram, to make the women's cognition and affection toward cervical cancer. Researchers build on the assumption that the increase of women's death for cervical cancer is caused by the women's limited knowlegde and attitude toward that disease.

II. METHODS

This research used a qualitative approach. Qualitative approach is a research procedure that explains women's knowledge and attitude toward cervical cancer naratively. This qualitative research used study case research perspective. Technique of Data Collection was done through observation toward Prevent Cervical Cancer Indonesian Coalition Instagram. Data obtained from the observation was analysed to get the final conclusion [3] [4].

III. RESULTS AND DISCUSSIONS

Based on an analysis of the Prevent Cervical Cancer Indonesian Coalition's Instagram account, it can be seen that some information delivered through post feeds aiming to provide or form social construction for women to pay more attention to health, especially in diseases affecting female reproduction; cervical cancer. Based on the observation on the responses of followers Coalition Indonesia Instagram accounts to prevent cervical cancer, mapped based as follows:

A. Knowledge about cervical cancer

Based on the Prevents Cervical Cancer Indonesian Coalition Instagram followers response, the first main knowledge issue raised is "what is cervical cancer?" Then, comes the following questions:

- What is cervical cancer?
- What caused cervical cancer?
- What is HPV?
- How to prevent from cervical cancer?

From the responses, it can be claimed that the followers haven't understood cervical cancer clearly yet, so that the potential to suffer this disease is quite big. This Instagram followers minimum knowledge needs an urgent, intensive and serious socialization for women infected by cervical cancer. Thus Prevent Cervical Cancer Indonesian Coalition provides some information and deep knowledge through pictures posted with several illustrations on the importance of paying attention to the reproduction health.

Then, from the Cervical Cancer Indonesian Coalition Instagram account, it is also informed that it takes years before HPV infection develops into cervical cancer, but in some cases this process can also happen quickly. Based on the message, there are many questions about cervical cancer and HPV itself, namely the onset of emergence as a disease, the cause, how to prevent it and how to treat it. Based on this condition, it can be said that Prevent Cervical Cancer Indonesian Coalition Instagram account followers have limited knowledge related to cervical cancer.

B. HPV Vaccination

The following chat in the Instagram account is the response to HPV vaccination. From the chat, it can be concluded that there is a high curiosity from the followers. These are the summarized responses from the followers regarding HPV vaccination:

- To what age HPV Vaccination can be given?
- Where is the location of HPV vaccination?
- How much is HPV vaccination?
- Has the HPV vaccination been borne by the BPJS
- There are some responses on the HPV vaccination price which is very expensive
- How many times the vaccination should be done?
- Free vaccination is really needed, so that all women get free vaccination from the government.
- Can HPV vaccination be given to pregnant woman?
- For prevention step, should we do vaccination or Pap Smear first?

From the various followers response above, it shows the curiosity and the tendency to do HPV vaccination immediately in order to make an early prevention. The chat occurs begins with the HPV vaccination cost and location.

Prevent Cervical Cancer Indonesian Coalition provides information related to HPV vaccination, to urge women in Indonesia to prevent early vaccination by HPV. The information provided "Having HPV vaccination as a primary cervical cancer prevention" with HPV vaccination duration and time period explanation. For the Quadrivalent Vaccine, administration of the vaccine is carried out in 3 doses at months 0, 2 and 6, respectively (or the dose is accelerated at months 0, 1 and 4). While the Bivalent vaccine is given as many as 3 doses in the months 0, 1 and 6. This is informed because the vaccine is given 3 times.

Besides, it also provides information on the age at which the vaccination can be given, this was also conveyed through

the Prevent Cervical Cancer Indonesian Coalition Instagram account, "Who can receive the HPV vaccine? Starting from teenagers aged 9 to women aged 45 years. However, vaccinations given to young women aged 9-13 years are considered the most effective even if they have not had sexual relations. This is because at this age range the body provides better immune response protection compared to the age above. Then the information on "The effective way to prevent cervical cancer is the HPV vaccine" is also given with the explanation that the vaccine is the most effective way to prevent the HPV virus from developing in the body and causing infection. That way, the body recognizes the virus as a threat and activates the immune system to eradicate the virus. This is continuously done through posts on Instagram with important information about the dangers of cervical cancer if it is not immediately prevented as early as possible and an invitation to immediately vaccinate HPV by the admin of the Prevent Cervical Cancer Indonesian Coalition in order to remind his followers.

In addition, there are also questions about the cost and location for HPV vaccination. This is very interesting, because there are many people asking this question in every photo posted by the Indonesian Coalition to Prevent Cervical Cancer. It can be seen that there are limited knowledge about the importance of paying attention to health, especially for women. After doing the observation, there are still many women think that the cost of HPV vaccination is too expensive. As a result there are many women who want to have the vaccination but having problem with the costs. HPV vaccination has not been borne by BPJS. With this statement, the Prevent Cervical Cancer Indonesian Coalition posted photos with the theme "Are vaccines expensive? Investment or loss?" The sentence explained that HPV vaccination is a long-term investment to prevent cervical cancer. In addition to protect themselves and prevent the spread of the HPV virus, the price of the HPV vaccine is very affordable when compared to the price that must be spent if someone has been exposed to the HPV virus.

C. Pap Smear

Based on the message conveyed, there are several responses from the followers of the Instagram account, concerned with the main chat about knowledge of Pap Smear. According to the response's summary, these are the responses from the followers:

- How to perform Pap Smear?
- How much does Pap Smear cost?
- Where can we do Pap Smear?
- Has Pap Smear been borne by BPJS?
- For prevention step, should we do vaccination or Pap Smear first?
- Can HPV vaccination be given to pregnant woman?

From the existing dimension, there is a curiosity on Pap Smear on how to do it, its cost, and the location. The information delivered can build new thought and attitude to prevent cervical cancer or to find out more about Papsmeas.

Prevent Cervical Cancer Indonesian Coalition explains that Pap Smear is also a necessary thing to do besides HPV vaccination when someone is already married or had sex. This Coalition also provides information about Pap Smear by sharing a picture entitled "Pap Smear, early detection to reduce Cervical Cancer risks" and giving explanation by maintaining healthy life style. More importantly for women, having early detection test with routine Pap Smear and HPV vaccination is suggested by WHO to complete the healthy life style. Pap Smear is a gynecology test; help to detect abnormal cell on the cervix layer before becoming precancer and grows to be cancer.

Moreover, this Coalition also gives more information on Pap Smear and how to do it; "Prevent Cervical Cancer by using Pap Smear Method"; an early detection aimed to look at the cervical cells condition, whether it is normal or not. The sample will be examined with a microscope. Pap Smear can be done in private laboratories besides hospitals, clinics and private doctors. This can be answer for the followers who hasn't known the Pap Smear location yet. It also informed that only Pap Smear is free in several clinics or public health institution. It is different from HPV vaccination which is not free yet.

D. Social Solidarity among Women

Based on the current issue arisen through the chats posted on pictures by Prevent Cervical Cancer Indonesian Coalition which inform that people think HPV vaccination is very expensive, then it is proposed to be the government programme to give free HPV vaccination supported with subsidy.

Based on this condition, the Coalition created a movement or a petition activity as a form of social awareness on women solidarity to support free HPV vaccination or on the other word to support HPV vaccination to become the government programme. Furthermore, this Coalition asks its followers to sign this petition so that this proposal will be granted and all Indonesian women can perform HPV vaccination freely. This solidarity activity is hoped to be able to help and prevent the cervical cancer. This activity is conducted slowly by the Coalition and several women public figures to support the proposal so that the idea is quickly spread to the target ; Indonesian people. This activity will also cause society to change their attitude.

Prevent Cervical Cancer Indonesian Coalition continuously provides messages or information on the knowledge and understanding of the cervical cancer danger and steps on how to prevent it by giving illustrations on the disease danger and

responding questions raised by the followers. It is aimed to give more deep knowledge and information on the disease. It also becomes the main concern of the Coalition to be able to help and participate in preventing cervical cancer and making significant change on society's attitude and behavior by doing early detection. This gives positive response obtained from the social media toward the women's health social construction.

IV. CONCLUSIONS

Through the Instagram account chat analysis, the women followers can be constructed in term of having minimum knowledge about the reproduction health in general and cervical cancer in specific. It is a prove that the tendency of the death raising for cervical cancer is caused by the minimum knowledge toward the disease. Based on this condition Prevent Cervical Cancer Indonesian Coalition starts providing further information on women reproduction health in order to prevent the disease by creating instagram account and giving information through pictures and illustration so that people start paying attention to it immediately after they read the messages.

The main message is that people start to aware, to pay attention on the reproduction health, such as: having the knowledge of cervical cancer, HPV vaccination, Pap Smear and social solidarity among women. This message is continuously delivered to make people especially women understand gradually and actively participate in preventing cervical cancer and make a significant attitude and behavior changing by having HPV vaccination and Pap Smear if they already get married or had sex. This issue becomes public attention, that is why a social solidarity among women is conducted by signing a petition asking HPV vaccination become the government programme which will be given to women freely. This is aimed to help all Indonesian women to do prevention on cervical cancer together.

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