

# Family Communication Literacy Education And Social Marketing In Health Center West Java Indonesia

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## Family Communication Literacy Education And Social Marketing In Health Center West Java Indonesia

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### Abstract.

*The present study reports study after pandemic era for family communication literacy and social marketing activities carried out by cadres in promoting the Kenanga Depok posyandu program, in West Java, Indonesia. Posyandu which is a form of Community-Based Health Efforts is managed and organized by, for, and with the community. In the context of carrying out health development, by empowering the community and providing opportunities for the community to receive basic health services. It has a goal to reduce maternal and child mortality. Becomes interesting to describe the social marketing activities of posyandu cadres as the spearhead of the national health program. This study uses a qualitative approach with a case study method and data collection techniques in the form of in-depth interviews. Theories used in this study include health communication theory and social marketing. Meanwhile, secondary data was obtained from posyandu documents and research notes during field observations. The results of this study indicate that posyandu cadres use health promotion strategies that are persuasive, educative, and innovative. This persuasive effort is shown through the intensive mentoring strategies and direct socialization styles according to the target context. Posyandu cadres also involve experts from the puskesmas and the community to play an active role in improving the quality of the posyandu program in their environment. As for the educational aspect, it is shown by the efforts of posyandu cadres which lead to the empowerment of posyandu participants in paying attention to the growth and development of children. The conclusion is that the posyandu program carried out by the cadres is in accordance with real conditions to create changes in the behavior of the posyandu participating community through communication literacy education activities in the family and social marketing that are persuasive, educative, and innovative.*

**Keywords:** Family communication literacy, health promotion, social marketing and toddlers.

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### I. INTRODUCTION

Indonesia was previously a target for the Millennium Development Goals (MDG) program, but this goal was not met because the MDG targets for maternal and child health were not met. In 2018 more than 68% of Indonesia's 240 million people were found to have health problems, especially among mothers and children who were malnourished. To reduce the impact on health, as in the case study mentioned above, the Indonesia Ministry of Health wants to optimize posyandu to help people achieve high quality health services. Posyandu is a form of Community-Based Health Efforts (UKBM) in Indonesia that is managed and organized by, for, and with the community. In the implementation of health development to empower the community, and provide opportunities for the community to receive basic health services, to reduce maternal and child mortality [1]. Integrated posyandu is agenda for basic social services for families with attention to monitoring the growth and development of children. In practice, activities are carried out in a coordinative and inclusive manner and mutually reinforcing between activities and programs for the continuity of services at posyandu. This aspect will be carried out according to the needs of the objectives so that the activities take into account the factors of community empowerment [2]. Posyandu activities include growth monitoring of children, health care for mothers and children, immunization for disease prevention, family planning, prevention of diarrhea, and, if necessary, advice and counselling. Vaccines to protect children against various diseases that can cause disability or even death. Therefore vaccination is one of the right steps for parents to ensure the health of their children.

Vaccination does not require a large amount of money, even in posyandu children receive free vaccinations. Posyandu targets include the entire community or family, mostly newborns, infants, toddlers, pregnant women, breastfeeding mothers, postpartum mothers and Education For All (EFA)[3]. From the

explanation of the several paragraphs above, we can see how the posyandu program, which should be able to suppress various problems such as maternal mortality, malnutrition in children, and reducing infant mortality, is not running optimally. Cases of malnutrition in Indonesia are difficult to reduce if the ability level of nutrition cadres at Posyandu is still low. So that training is needed to increase the knowledge and skills of nutrition cadres. Mass media is media that becomes a channel of communication in the process of mass communication. Currently exposure to the mass media is no longer something that can be avoided. In the life of modern society, the mass media has become an inseparable part including the marketing concept of media. The mass media has merged with everyday life. The dominance of the mass media in the life of modern society is unavoidable, with all its advantages, the mass media offers almost everything that humans need: entertainment, information, escape from problems, solutions, identity, all of which are necessary. Technological advances even defeat time and space, making media a powerful tool for achieving any goal. The marketing concept has been implemented in several large companies in industrialized countries, so it is very decisive for every company. The application of this concept has even expanded its application in the political and social spheres.

In healthcare communication, the marketing communication concept is also used in different countries to introduce various programs. Indonesia also began to use this approach to address health problems through vaccination, oral rehydration, family planning including posyandu[4]. Attention to the importance of media literacy has been paid to by many parties, both the government and educational institutions. The issue that needs serious attention currently is how to invite parents to be able to understand the importance of regulating the use of media for family members, especially children and adolescents, and how to invite parents to work together to form patterns of healthy media use. Without parental involvement, it is difficult to get optimal results. The involvement of parents in realizing conditions of media literacy (media literacy), especially health in the family, plays a very large role. This happens because in the family, parents have the main access to the media. Parents decide whether to subscribe to cable television or not, to install internet channels or not, to buy cell phones for their children or not. It is also parents who decide whether to apply television viewing hours or not and limit the use of smart phones or other electronic devices connected to the internet. Starting from this fact, the involvement of parents in building an understanding of media literacy is very significant [5]. In many cases, when children begin to be affected by the media, such as imitating harsh words, acting aggressively, not wanting to socialize, and so on, parents tend to criticize the media more as the culprit for changing the knowledge, attitudes, and behaviours of their children. Parents forget that it also happens because of a lack of parental supervision and guidance in media use.

In fact, the management of media use in terms of responsibility and time of use is very important, so that the role of the community, especially from adults, is needed to guide children in using the media. An understanding of media literacy in parents will not only make children and adolescents more able to regulate their media behaviours, but will also directly make parents themselves can be able to interact with the media intelligently. In the end, starting from the family, society is expected to have social resilience in dealing with socio-cultural changes caused by the mass media. Of course, when providing public health services, public health officers must have knowledge of aspects of social marketing and public health services. In this case, social marketing can also be interpreted as an activity to sell products in the form of certain goods, such as services, ideas or ideas, by tying them to the needs and interests of the community. Targeting is also important for community health workers to provide services in the form of services. Therefore, marketed as how to live a healthy life, perspective or value for life, and the standard of an item or service, this marketing is referred to as social marketing [6]. The posyandu was used as a sample because there is an interesting phenomenon where the area is divided into housing and villages. In this Depok area there is a tendency that posyandu participants are more likely to be among those living in villages than residents of their housing. If it adapts to the social marketing concept, the researcher seeks to apply conventional marketing concepts in order to achieve the goals of the toddler posyandu program [7]. More than increasing public awareness but also optimizing citizen participation in the posyandu activity area. So the researchers hope that the number of posyandu is in line with the amount of collective participation in both the villages and housing residents. The most important primary group in society is the family.

Historically, the family was formed in the form of units that were limited organizations and had a minimum size, especially those that were originally entered into the union modest family [8]. This research will explain how social marketing communication occurs at posyandu. Social marketing in healthcare communication, literacy education in the family in question is how cadres and health workers, to promote and communicate persuasively to the community about the importance of posyandu activities, so that people can change habits in increasing posyandu participation. The researcher chose this phenomenon because in a government program such as posyandu, the social marketing process is something that needs to be considered so that the program's goals are achieved properly in accordance with the program's vision and mission.

## II. METHODS

The research was conducted using a qualitative approach because it will describe how social marketing communications exist within the scope of posyandu in health promotion activities to the community. With a qualitative approach, the results of obtaining primary and secondary data will be analyzed and explained in a clear and concise manner. The literature review or theories that will be used in this research are health communication literacy in the family, social marketing, and audience behavior which will explain how social marketing communication is carried out by posyandu to promote a health program for modern families.

### Place and Time of Activity

The time and place for the research activities held at Kenanga Posyandu, Depok West Java, Indonesia during June to July, 2023. This activity is carried out during the days so that it does not take up a lot of time and so that the participants can take part in several subjects before listening to our health promotion education materials.

### Activity Method

The author explores the social marketing process carried out by the cadres based on the findings of the data that the author has obtained through in-depth interviews with several posyandu cadres, which include active cadres from the posyandu and one health technical support from the nearest location. The data collection stage begins with random sampling from all posyandu cadres under the auspices of Posyandu Kenanga Depok. Then before conducting in-depth interviews with the informants, the researcher collected data related to the knowledge and experience of each informant as a posyandu cadre. It is assumed that researchers can influence the perceptions of informants as posyandu cadres.

## III. RESULT AND DISCUSSION

Wilbur Schramm said that communication and society are two twin words that cannot be separated from one another. Because without communication it is impossible for society to form, conversely without society, humans cannot develop communication [9]. Therefore, for the toddler posyandu to achieve its goals, the active role of the community is needed in supporting and raising cadres who can be the spearhead so that the toddler posyandu can be accepted by the community as a whole [10]. Health promotion strategies have the aim of informing, influencing, and assisting both individuals and organizations so that they will accept more and more active responsibility in matters affecting mental and physical health. Health promotion strategies according to WHO include advocacy, social support, and community empowerment [11]. By using the big concept of social marketing as an umbrella research concept, it aims to overcome social problems by carrying out comprehensive activities where there are buying and selling transactions of social products that are not profit-oriented with the aim of changing attitudes and behavior. The concept used is formulated as the use of communication principles and marketing techniques to deliver a social product [12]. While social products are anything that can be offered to the market to be noticed, obtained, used, or consumed to meet the needs, desires, and expectations of society in overcoming social problems. The form of social product in this study is the Balita Posyandu regarding the socialization of its cadres to the community [13]. The form of assistance in the form of persuasive delivery of health information by cadres has proven to be quite effective in the field.

The education provided is not only aimed at the mother of the toddler who is accompanying the child, but there are also assistants. Not infrequently also the helper does not know how to prepare food for children. Provisions regarding how to prepare for toddlers are certainly not the same as preparing for parents [14]. It was also found that the way this has been done is sometimes parents do not understand so it needs intense action. Assistance from the cadres also targets the basic indicators one by one, such as if the child's weight drops, what should be given to the child and how to increase the child's appetite [15]. The division of roles as health communicators does not apply absolutely. This means that the heads of cadres and ordinary cadres also provide personal assistance to posyandu members. In other words, if both parties (posyandu cadres and the community) have the same understanding regarding maternal and child health, then behavior change will be easy to achieve [16]. In line with the above argument, an opinion says that the main role of a communicator in the context of health promotion is to influence or persuade [17]. This opinion is further clarified by (Salmon and Atkin, 2003) who argues that a credible communicator can convey information persuasively and its truth can be accepted by the interlocutor (communicant). The credibility of posyandu cadres come from the experience factor. This experience is related to their status as community volunteers and experience in assisting posyandu participants at the healthcare center on various occasions. It is not surprising that the existence of posyandu cadres in the family posyandu program can be well received by the community. This is because of the direct experience they have related to posyandu problems. In addition to the credibility factor, posyandu cadres also have their own charm, especially in conveying messages to posyandu participants [18].

The reason is because there are similarities (similarity) between participants and posyandu cadres. This similarity factor is related to the economy, their status as citizens in the neighborhood and the similarity of viewpoints. In connection with the similarity factor, in communication studies it is known as homophile, namely the similarity between communicators and communicants. The assumption is that the more similarities the communicator has with the communicant, the greater the chance of receiving messages by the communicant [18]. Thus, posyandu participants who are also neighbors of a cadre will be comfortable with the socialization and instructions given. This attractiveness factor is also demonstrated by the socialization model used by each posyandu cadre. Each posyandu cadre has a style of conveying messages or a model of socialization that is quite unique in Indonesia several occasions [19]. Another interesting finding related to the communication model that has been implemented is that some participants prefer to consult with doctors rather than posyandu cadres. Sometimes even though the posyandu cadres have given instructions during the weighing, the posyandu participants will also reconfirm what the posyandu cadres have told the doctor. This action was encountered by one of the informants after carrying out intensive assistance. Researchers heard that at that time the participants were talking with other posyandu participants regarding the results of the doctor's examination. In addition to experience, according to the researchers, there are other aspects that influence differences in the comfort of a posyandu participant to posyandu cadres and private doctors. This aspect is related to closeness or disclosure [20].

Although when compared, the closeness between posyandu participants and posyandu cadres is still higher than participants with private doctors. The reason is because the intensity of interaction between posyandu participants and posyandu cadres takes place more frequently in daily life. Meanwhile, the interaction between the doctor and the posyandu participants only lasted a few hours during the examination process. Besides that, the context (atmosphere) of the interaction that takes place between posyandu participants and posyandu cadres feels more comfortable because they are often neighbors. A supporting argument also explains the lack of closeness between doctors and posyandu participants due to the setting factor. Among them include unfavorable privacy conditions, self-doubt, negative sanctions, and lack of trust. The ease of receiving messages by posyandu participants is due to the credibility and attractiveness of the toddler posyandu cadres. From the findings it was found that the formation of awareness has reached the top-of-mind stage, meaning that the target audience or people who have toddlers and pregnant women have the highest level of awareness. This means that habits will be formed when health promotion activities are carried out properly. If not, then people's reluctance to bring their toddlers to Posyandu will be repeated. This explains that social marketing or what is called social marketing is implemented by prioritizing solutions. In

the concept of social marketing, the strategy offered aims to form and strengthen awareness of the importance of the posyandu program by combining various marketing communication elements such as promotion in the form of posters, forming campaigns, and implementing persuasive communication strategies [21].

This social marketing activity has several interesting characteristics, one of which researchers found during interviews with informants. Methods for persuading audiences' awareness of posyandu topics. This is done so that the audience continues to be aware of the existence of this program. So that people are aware of their existence. In this case, by continuing to prioritize the presence of cadres to always accompany the community. The cadres are also increasingly optimizing the use of communication technology in promoting activities. The activity above is a method for targeting messages to specific audience segments that are felt to be most receptive and in accordance with the message. Limited effect indicates that identifying audiences is the easiest way to specify the types of messages involved. Such as through a simple campaign carried out by the cadres.



**Fig 1.** Group photo with member Kenanga Posyandu Depok, during the education support activities.



**Fig 2.** The situation of the education during support activities for Kenanga Posyandu, Depok

Next is to amplify the message including to the targeted segment and to encourage these audiences to influence one another through direct communication. This can be done through the transmission of information by word of mouth such as warnings or reminder messages between the community and cadres so that they continue to follow every posyandu agenda. It does not stop there, processing images and impressions such as using a show and changing the appearance of the service area to be more attractive. Methods for stimulating interest and persuading information to seek what is done by the target audience of posyandu cadres. Examples of other activities that support the social marketing activities of the posyandu health program, especially when activities take place.

#### IV. CONCLUSION

The research results after we carried out health education activities social marketing for the formation of public awareness that researchers found in this study lies in how messages and actions are conveyed to the public. Awareness is formed starting from the stages of unaware, brand recognition, brand recall, and top of mind [22]. This is also what researchers are trying to present based on findings in the field. From the findings it was found that the formation of awareness has reached the top-of-mind stage, meaning that the target audience or people who have toddlers and pregnant women have the highest level of awareness. This means that habits will be formed when health promotion activities are carried out properly. If not, then people's reluctance to bring their toddlers to posyandu will be repeated. This explains that social marketing or what is called social marketing is implemented by prioritizing solutions. In the concept of social marketing, the strategies offered aim to form and strengthen awareness of the importance of the posyandu program by combining various marketing communication elements such as promotion in the form of posters, forming campaigns, and implementing persuasive communication strategies [23]. This social marketing activity has several interesting characteristics, one of which researchers found during interviews with informants. Methods for persuading audiences' awareness of posyandu topics. This is done so that the audience continues to be aware of the existence of this program. So that people are aware of their existence. In this case, by continuing to prioritize the presence of cadres to always accompany the community [24].

The cadres are also increasingly optimizing the use of communication technology in promoting activities. The activity above is a method for targeting messages to specific audience segments that are felt to be most receptive and in accordance with the message. Limited effect indicates that identifying audiences is the easiest way to specify the types of messages involved. Such as through a simple campaign carried out by the cadres. Next is to amplify the message including to the targeted segment and to encourage these audiences to influence one another through direct communications [25]. This can be done through the transmission of information by word of mouth such as warnings or reminder messages between the community and cadres so that they continue to follow every posyandu agenda. It does not stop there, processing images and impressions such as using a show and changing the appearance of the service area to be more attractive. Methods for stimulating interest and persuading information to seek what is done by the target audience of posyandu cadres. Examples of other activities that support the social marketing activities of the posyandu health program, especially when activities take place. Based on all the findings above, social marketing is the right approach to achieve strong positive behavior, both individuals and groups. The assumption is that the implementation of health promotion strategies will be different for each group. That is, the health promotion carried out is very dependent on the characteristics of the target [26]. Thus, social marketing involves education and empowerment processes for the target community. The existence of these two processes will encourage community participation in health programs, thereby influencing behavior change.

The educational process carried out by posyandu cadres is shown by the creation of increased community empowerment. Posyandu cadres educate posyandu participants to get used to paying attention to their families and themselves, so that participants can make the right decisions regarding the health problems they face. Another finding from this study is that posyandu in the context of the cadre's point of view is not only a matter of health, but also involves social, economic, and cultural aspects. All three can be one of the factors causing the health of mothers and children, as well as families being more at risk. Conversely, people

who are aware of maternal and child health are not only aware of health problems, but also face problems in people's social life, economic problems, and the influence of incorrect information communication literacy in the family. Given that family health, especially mother and child, is in fact the spearhead of basic health in realizing a prosperous society, a social marketing approach is needed in a health promotion strategy.

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