

Health Communication on Generasi....

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**Health Communication on Generasi Berencana Program
(A Study on Information Center and Student Counsel at UPN "Veteran" Yogyakarta)**

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4

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Abstract

Health communication is a study focusing on how to use a communication strategy to spread health information that influence individual and community so they can make a good decision about health management. Health communication studies are needed because health experts and social scientist realized that health and disease problems are not only caused by individual negligence but also caused by ignorance and misconception about health information. Government, especially BKKBN have an innovation on Keluarga Berencana program campaign for young generation. Generasi Berencana (GenRe) program is developed in line with necessity and because the government concerns about youth problems in Indonesia. The purpose of our research is to know health communication strategy on Generasi Berencana program especially on Information Center and Student Counseling (or PIK-M) at UPN "Veteran" Yogyakarta. Qualitative methodology is applied for this research. Data has been Gathered by interview, observation and focus group discussions. The result shows that PIK-M is a health communication strategy that is effective to provide information service and counseling for the students. PIK-M is managed by the student, from student and for the student. PIK-M activity is empowering students' potential for youth character building. Information mastery and life skills are expected to prevent any youth problems such as free sex, drugs, HIV/AIDS. Moreover, PIK-M is a platform for the students' future preparation. Besides, PIK-M UPN "Veteran" Yogyakarta is also used as the socialization to improve health and the awareness of GenRe program.

Keywords: health communication, Planned Generation (generasi berencana), Information Center and Student Counsel (pusat informasi dan konseling mahasiswa/PIK-M)



Background of the Problem

Health is the result of the interaction of various factors, both internal factors (from inside the human) and external factors (from the environment). Internal factors consist of physical and psychic. Similarly, external factors consist of several factors, such as, social, cultural, physical environment, politic, economic, education, and so on. Broadly speaking, the factors affecting the health of individuals, groups, and communities are grouped into 4, they are as follows:

1. The environment, which includes the physical environment, social, cultural, politic, economic, and so on.
2. Behavior
3. Health service
4. Bloodline. (Notoatmodjo, 2010: 19-20)

This means that health is not always related to the individual internal factors alone. Quoting the communication expert Liliwari (2011: 28-30), the need for health communication studies is when I saw the title of general introduction "Health Communication, Lead Agency: Office of Disease Prevention and Health Promotion" within the framework of "The Health People 2010 Information". With this title Liliwari reminds us to think over that there is no other way to make the community healthy but through communication. Based on that consideration then all analysis of efforts to improve the quality of humans' life must include the role of communication science, particularly communication strategies, to spread information that may affect individuals and communities in order to make the right decisions for the sake of maintaining their health.

Conceptually, health communication is the connection between "communication" and "health", so the concept of communication describes the word that follows. (e.g: business communication, cultural communication, gender communication, etc.). Some descriptions from Liliwari (2011: 45-48) can be cited to explain the definition of health communication, they are:

1. The study that learns how to use communication strategies to disseminate information that could affect the health of individuals and communities so that they can make the right choice related to health management.
2. The study that emphasizes the role of communication theory that can be used in researches and practices related to health promotion and health maintenance.
3. Health education is an approach that emphasizes on the effort to change health behavior widely so that people become aware of health issues.
4. The process of partnership between the participants based on a two-way dialogue in which there is an interactive atmosphere, an exchange of ideas, an agreement on a unity of ideas about health, also the technique of the sender and receiver to obtain information about health balance to renew mutual understanding.

According to Corcoran (2013: 9) that health communication is communication in health takes places on many constructs, including individuals, groups, community, or the mass media. Communication in health can be defined: a transactional process. Kreps (in Corcoran) summaries the addition of "health" to the definition of the term communication as a 'resource' that Allows health messages (e.g. prevention or awareness) to be used in the education and avoidance of ill health. This broad definition of health incorporates the fact that communication can take place at many levels.

There are a range of communication channels that usually fall into four categories: interpersonal, organizational, community and public/mass. These are hierarchical in nature with interpersonal (one-to-one communication) reaching the least amount of people, and community reaching the whole population. Outside the channels are a variety of approaches which practitioners may use to achieve their goals. These include strategic communication, behavior change communication, advocacy, and social mobilization.

Below is an illustration depicting the hierarchy of communication channels:

Type of Channel	Definition of the channel	Examples of each channel
Interpersonal	Individual communication one-to-one	Health practitioner to patient / client, parent to child
Organisational	Locations where people live, work and play	Schools, workplaces, universities, supermarkets, places of worship, or leisure centre
Community and public/mass	Wider media and wider community structures	Mass media channels, political or structural channels

Image. Channels of Communication examples

Source: Communicating Health Strategies for Health Promotion, 2nd Edition, Sage Publication, Los Angeles, London, New Delhi, Singapore, Washinton DC, 2013, p. 10.

GenRe (stands for Generasi Berencana program) or Planned Generation program was developed in line with the needs and the government's attention to the problems of teenagers in Indonesia. GenRe program needs to be developed because this program provides information related to the preparation of the adolescents in starting a better family life, preparing mature people to start a family, as well as confirming the planning in life management for family harmony.

The definition of Generasi Berencana is teenagers and young adults who have the knowledge, act and behave as a teenager, to be well-prepared in starting a family life. Ideally, Generasi

Berencana's adolescents and young adults are able to carry out their education, have a career, and be married according to the appropriate cycle of reproduction; all are well prepared.

The Government of Indonesia (BKKBN) communicate GenRe program to all students in Indonesia. This program is directly approaching the schools and colleges gradually, to invite Indonesian teenagers away from any problems. BKKBN wants GenRe to become a way of life among teenagers. Through the program, teenagers are expected to avoid drugs, free sex and HIV/AIDS and so they can plan out a better family in the future. The approach is for reproduction health and family planning for adolescents. BKKBN carries out this program into GenRe Goes To School and GenRe Goes To Campus. BKKBN is targeting the teenagers ranging from high school students to college students as the target of the implementation marital family program.

To realize GenRe Program, BKKBN develops PIK (Information Center and Counseling) in each province in Indonesia, both at school and college/PT (campus), and a group of Bina Keluarga Remaja (BKR) for the community. The existence of PIK at school/PT is one of the aids to run the program. Through PIK at each college, it is expected that there will be social changes among teenagers/students. Through PIK it is also expected that there will be a management program related to youth education.

University of Pembangunan Nasional "Veteran" Yogyakarta is now also developing Pusat Informasi dan Konseling Mahasiswa or PIK-M (Student Information and Counseling Center). Students are expected to develop their potential and prepare their future through activities in PIK-M.

Purpose of the Research

To understand the implementation of Generasi Berencana program through the development of Pusat Informasi dan Konseling Mahasiswa in UPN "Veteran" Yogyakarta.

Method of the Research

This study applies a qualitative approach. Qualitative research is a research that is interpretive (using interpretation) which involves many methods, in analyzing the problem of the research. The use of many methods is often called triangulation - meant for the researchers to gain a comprehensive understanding (holistic) about the phenomenon that the research is conducted on. In accordance with its epistemological principles, it is common for qualitative researchers to analyze things that are in their natural environment, trying to understand, or interpret the phenomena based on the meanings that people give to these things. (Denzin and Lincoln, in Mulyana, 2007: 4). Conventionally qualitative methods tend to be associated with the researchers' desires to analyze the meaning, context, and a holistic approach on the phenomenon. (Hayes in Mulyana, 2007: 5-6).

Results and Discussions

The campaign of GenRe program is to say no for free sex, no drugs, no of being HIV and AIDS victims, and encourage young people to plan their family life or maturation age of marriage. Specifically, the goals of this program are (1). Young people can understand and put a healthy lifestyle into practice, and live with morals (2). Young people can understand and implement a lifestyle that can teach them to be strong (3). Young people can understand and prepare themselves to be Generasi

Berencana of Indonesia. The targets of GenRe program are (1). Youth/teenagers (10-24 years old) and unmarried; (2). Unmarried students; (3). Family/family with a teenager in it; (4). The people who cares for teenagers. This GenRe program has a tagline which sounds *GenRe for a better Future*.

PIK-M is a vessel of GenRe program activities in order to prepare family life for adolescents/students, by and for adolescents/students in order to provide information services and counselings on family life planning for adolescents/students, and other supporting activities. Adolescents/students of PIK as a source of information about GenRe program. The activity of Adolescents/students of PIK: "Friendly Teenagers". The substance of the PIK-R/M is (a) 8 The Function of a Family; (b) Maturation Age of Marriage; (c) TRIAD KRR: Sexuality, drugs, HIV and AIDS; (d) Life Skills Education; (e) Advocacy Skills and "KIE"; (f) Gender.

The founding of Pusat Informasi dan Konseling Mahasiswa (PIK-M) Bidik UPN "Veteran" Yogyakarta turned out to be of great benefit to the students as an alternative activity for the students. In addition to being a forum to understand the student world with various problems better, this organization is also a vessel of self-expression and character development for the activists. Later, it is expected that PIK-M becomes one of alternative solutions to the problems of the students who are still in the category of teenagers.

To explore how the PIK-M "Bidik" is beneficial as a forum for self-expression and students' character development, and how the activists of this organization understand teenager's issues and contribute solutions, this study collects the data in the form of opinions and perceptions and the managers of PIK-M "Bidik". The results are used as inputs in the making of a health communication strategy model for students, and the development of PIK-M "Bidik" in the future.

As a new student organization, PIK-M "Bidik" has not been widely known by the students of UPN "Veteran" Yogyakarta. Students are more familiar with the various Student Activity Unit (Unit Kegiatan Mahasiswa/UKM) at the university level and other Student Organizations at their Faculty and Study Program, such as the Students Executive Council, Student Association of Study Program and various Student Study Group (Kelompok Studi Mahasiswa/KSM).

When first initiated, the activists of PIK-M "Bidik" is derived entirely from the Communication Science Study Program of Social Faculty at UPN "Veteran" Yogyakarta. In this study program previously existed various Student Organizations and various forums such as Association of Communication Students (Himpunan Mahasiswa Komunikasi/Himakom), Audio Visual Communication (Audio Visual Komunikasi/Avikom), Photography Communication (Fotografi Komunikasi/Fotkom), Radio Station Communication (Crastr FM), Attitude Magazine, and UPN TV. All provide opportunities for students to be creative and to practice how to be in an organization.

Although there are many other alternatives for student activities already, PIK-M still attracts the students to join. Motivation to join diverse, from looking for knowledge, experience, insight and new friends and to practice to be in an organization. The entire board who joins in can feel the benefit from the existence of PIK-M "Bidik".

Alifa justisia, Student of Communication Science who enrolled in 2014 for example, she feels great benefits of this organization because she gets a lot of experience and new friends. A student

from Surakarta who is also an activist of several other student organizations such as AISEC, HIMMFIS, and is an Islamic Mentoring Tutor sees that this organization is important for students personal development. "PIK-M is expected to be growing and more visible because it is still in the start-up level", he said.

According to Ailifia, students' interest to join the activities of PIK-M is quite high, and in the future she hopes that this organization is growing rapidly. Although as a new organization, there must be many obstacles. From the lack of coordination and the action of the board that is not optimal. "Sometimes there is a feeling of back and forth to carry out this mandate because our organization is still in the start-up so there is still a lot of homework to be completed," said Alifia. According to her, with all its limitations, PIK-M has been of great benefit to the activists. "The thing is that experience makes me more aware and know about the world of peers. I'm also motivated to continue to contribute to providing services to the peer as best I can," said Alifia.

Alifia's experience is in line with her fellow Nurmala Bustanuddin, a student of Communication Science who enrolled in 2014, from Jakarta. In addition to joining PIK-M she is active in the KSM FOTKOM for photography. According to her, PIK-M is beneficial to add new knowledge about GenRe program, knowing the potential threat that could undermine teenagers world, including to find new friends and insights.

Nurmala is assigned as treasurer and peer educator in PIK-M Bidik. She was also in peer counselors training held by BKKBN DIY. Although she has not done many activities as an educator and peer counselor in campus, she admits that her friends always look for her to share about their problems.

Some of PIK-M's programs which she thinks are important to be held are socialization to more students in order to understand the function and role of PIK-M, and further can be active in it as an activist, or take advantage of the consultation services that have been provided. She also believes that workshops on counseling is important to be held as well.

Lack of coordination and meeting between the board of PIK-M Bidik is felt by Nurmala as an important obstacle to be overcome. Including the lack of space for consultation and PIK-M secretariat that allows the members and administrators to interact and coordinate. So far, they rely on social media such as Line for group discussions.

According to other PIK-M administrator, Kristi Dwi Utami, a student of Communication Science year 2013, from Wonogiri, Central Java, this activity is beneficial for students to gain experiences and knowledge to become a healthy teenager, smart and cheerful. Kristi has attended many student activities, including the marching band, Scout, Photographic Arts, PIK-M, Attitude, Chelsea Indonesia Supporters Club of Solo Region, and several others.

Kristi hopes that this organization evolved into a useful organization for all students of UPN "Veteran" Yogyakarta and its surrounding areas. As a new organization, PIK-M still has many obstacles, including solidity and coordination that are not strong enough in the management of PIK-M. To overcome these problems, Kristi proposes to frequently hold joint activities, especially activities aiming at the bonding and togetherness between members.



Monika Juliani, another PIK-M's administrator, a student of Communication Science year 2013, from Riau, has the motivation to seek knowledge by joining this organization. She feels the benefits of this activity, because she can understand the problems of young people's world today, and slowly become a part of the solutions of various problems. She suggests that the PIK-M runs more programs so that its existence is more visible for the students. Coordination problem is still also felt as a constraint in this organization she pioneered.

PIK-M's officials agreed that their respective organization is a forum to express themselves and develop students' characters at the same time, in order to be stronger in the face of various challenges.

Based on their respective experiences, it is interesting to note that these officials began to actively engage in the issues of young people that are happening around them. They started paying attention and trying to be a part of the solutions.

According to Alifia, most of teenagers' problems encountered this time around are: lazy and less sensitive to the surrounding environment, even less sensitive to their own needs (needs to keep moving, accomplish something and right-minded). Although she herself claims to have gone through times like that. "I've experienced it as well. There was a period where I really didn't know what to become, how, and where to go and just stayed quiet. Finally I forced myself to start reorganizing," said Alifia. She thinks there are several factors causing problems among teenagers to occur, they are: oneself, family, friends, fierce competition, and the surrounding environment.

In particular, Alifia is paying attention to the various cases of promiscuity that struck teenagers today. Here is her statement:

"In my old house, once there was a neighbor who were talked about because she was an MBA (married by accident). Not just once but twice. The first was when she was still in junior high, with her father's employee. She was about to be proposed but her family rejected the man because they felt he was from a poor family. Finally this man was imprisoned because at that time the victim was underage. After birth, the baby was taken care of by her grandmother and the baby later called her own mother as sister instead of mother. Unfortunately this incident repeated when that neighbor entered high school. She was MBA again with her own classmate. Eventually they were forced to marry.

Concerned with various cases such as the case, Alifia determined to become a peer counselor so that similar cases could be prevented. According to her, there are some principles that must be developed if one acts as a counselor, they are: friendly, honest, open when they speak, closed to protect the client. "Frankly I'm still confused. Probably the same as when I listen to my friends everyday. Let them talk with any overflowing emotion, but do not get involved emotionally. Do not impose something that they are not ready to tell," she said.

According Nurmala Bustanuddin, the most common adolescent problems today are: romance problems and promiscuity. She also admits to having problems of romance. "To deal with it I talked to my peers and listened to their advices," said Nurmala. According to her, the lack of maturity in



adolescents, the role of the parents that is less active, and still following what their peers do, are all factors of the various problems of the adolescents.

Specifically, Nurmala tells a case of one of her peers that she knew:

A close friend of mine was pregnant out of wedlock. My friend was originally Purwokerto but she migrated to Jogja to attend a university, from before she was in Jogja she was already known to be promiscuous. Arriving in Jogja she became even more free because she was away from her parents, and here she went to a club often. So often that she met a guy who turned out to be her senior at her Vocational High School. After weeks of meeting, texting, phoning and so on, they finally started dating. At the time of dating, they often had sexual intercourse. Exactly eight months after dating, the girl missed her period and after checking it out, it turned out that my friend was already 2.5 months pregnant. My friend and the guy panicked. Finally the guy searched on the internet about how to abort the fetus, but the girl refused to do so out of fear, yet the guy still insisted. At last they got the drug to do the abortion that costed them Rp. 500.000. The girl was depressed and wanted to commit suicide by cutting her wrist with razor. Now the girl is better, but when she thinks about it, she would cry by herself and ram her head on the wall.

In that issue, Nurmala positions herself as a friend, even though the acts are just merely listening to the story and giving her hugs when she is crying and depressed, and also encouraging her to be patient. She believes, as a peer counselor, a few tips which are important to be developed is active listening, paying attention to verbal and non-verbal aspects, assist clients in making decisions.

Almost similar, in Kristi's observation, the most dominant adolescent problems encountered today are promiscuity and drugs. She is convinced that these problems occur because of the lack of attention from people around them, especially from family. Kristi also shares about the problems that befell her friend:

"I have a friend who ran away from home and lived with her boyfriend in a rented house. They did inappropriate things that my friend was pregnant. After she was pregnant she disappeared for a few months. When it was about the time of childbirth she came home and after giving birth she went back to school outside the city. Now she is studying again and living a normal life as a teenager her age does. "

Kristi is trying to give solutions to the problems her friend faced. "I was trying to find where he was. I've always got her back and listen to her laments. Until today we are still good friends," Kristi said.

Similarly, Monika Juliani also agrees that the problems faced by today's teenagers are related more to issues of romance and promiscuity. She shares the story of her peer as well:

I have a friend, my friend and her boyfriend are not just dating but more than that, and I've also seen once that my friend took her boyfriend into her room and it looks like it is still going on, and they go to night club often. my friend is not the type of a person who is open and we rarely meet, so it makes it so hard to get the information about her and the most information about her I got is from my other friends.



Furthermore, Monika suggests her opinion on being a peer counselor: "I would reflect on myself first, I would give my best effort to be ready to hear their stories and I would listen more to their story and then provide advices based on the facts."

Based on the stories and experiences of the board of PIK-M Bidik of UPN "Veteran" Yogyakarta, it can be seen that they are trying to understand the problems faced by their peers, and trying to be a part of the solutions. Indirectly, empathy and willingness are developed to help and find a way out in PIK-M that they have joined in. Including various efforts to make young people aware, so they will not get involved up in promiscuity and other adolescent problems.

PIK-M's officials who share their opinions and their stories have agreed to make a variety of media as a channel that is used by today's teenagers, as a vehicle to promote a healthy lifestyle, in accordance with the concept of GenRe.

"Social media such as LINE and INSTAGRAM are interesting to use, because teenagers tend to like visual things and both social media are now considered as a hit. I'm used to promoting through LINE when I'm in other organizations because it is practical and attractive," said Alifia.

"All media can be utilized. Online media, television and radio, can also be used. But the increasing number of online media used by teenagers, it makes them to consider using online media to promote health program and GenRe program," Nurmala Bustanuddin suggested. "Through public service advertisements and events that are related to the problem solvings of teenager problems. And using social media, because many teenagers use social media as well. Perhaps by retweeting and reposting the posts of PIK-M's account," said Kristi.

In terms of communication strategy, these speakers provide practical advice. According Nurmala Bustanuddin, health communication strategies, particularly in the GenRe program, it is better to socialize to various schools and colleges of how important the role of peers is. In addition to that, holding various seminars and workshops to provide teenagers knowledge to build up their awareness.

According to Kristi, the right communication strategy is listening. Teenagers need to be heard about their complaints and problems they face. Only then try to give solutions and suggestions if asked and the time is right. Interpersonal communication skill of peer counselors is needed in this regard.

Monika Juliani's view of the right communication strategy is empathetic communication, to listen more to their complaints, listening actively to lighten the burden they face. The use of peer counselors to discuss about problems and to find a solution together and to build up awareness through preventive measures to prevent the problems from occurring are also important things to do. Providing various channels of information in schools and colleges, according to Monika, is also important. Including promoting healthy lifestyle, GenRe style, to the students through workshops and seminars is considered to be necessary.

The stories and opinions of the speakers who are also the administrators of PIK-M provide valuable lesson to the evaluation to upgrade the role of this organization in the future. Including providing additional insight on the development of health communication strategy related to GenRe program among students.



Conclusion

Health communication is a study to learn how to use communication strategies to disseminate information that could affect the health of individuals and communities so that they can make the right decisions related to health management. Generasi Berencana program initiated by BKKBN through Pusat Informasi dan Konseling Mahasiswa/PIK-M (Information Center and Student Counsel) gives space to help teenagers or young people to express and develop themselves in preparing their future. PIK-M Bidik of UPN "Veteran" Yogyakarta as a forum for activities of, by, and for the students is empowering students' potential so that they can shape their adolescents character in the control of the information and life skills, in order to prevent the problems that are often experienced by young people such as free sex, drugs misuse, the dissemination of HIV/Aids. In addition to that, PIK-M is used as a means to help the students to prepare their future. PIK-M at UPN "Veteran" Yogyakarta also serves as a socialization program to raise awareness within the students' mind of health and Generasi Berencana program.

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