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Increasing The Effectiveness Of Public Services In Hospitals Through Optimizing Interpersonal Communication

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Abstract

In shaping a society, forming a healthy life must require a special approach to health communication. This type of research is qualitative descriptive focusing on how something happens. Data obtained from literature reviews and interview information from sources. The results of this study are that it is necessary to have a source of health communication to form healthy living behaviors, health communication requires positive and interesting messages and is well arranged, the tools used in helping health communication are media as a social media platform, pesa recipients get effects in the form of cognitive, affective and behavioral in health communication.

Keywords: Effectiveness, Public Service, Optimization, Interpersonal Communication

1. Introduction

The world of services/services is constantly competing to make its consumers not interact with others and turn to other services. Likewise in health services that offer services to their clients. Whether it is government or private hospitals, clinics, independent practices, and even health centers and their staff will try hard to make their consumers not turn to other health services when they need health services. Clients not only need health services when they are sick but they also need services to try to maintain their bodies so that they are always in good health.

The law of communication that should be known by health workers, and is very interesting to study, this law of effective communication is widely discussed in various literatures consisting of 1. Respect refers to the process of respecting each individual who is the target of the message conveyed by the communicator. If individuals build communication with a sense and attitude of mutual respect and respect, then cooperation that produces synergy can be built, which will increase the effectiveness of performance, both as individuals and as a whole), 2. Humble (Humble attitude refers to an attitude of full of service, an attitude of appreciation, willing to listen and accept criticism, not arrogant and look down on others, dare to admit mistakes, willing to forgive, gentle and full of self-control, and prioritizing greater interests), 3. Empathy (Empathy is the ability of individuals to put themselves in situations or conditions faced by others). One of the main prerequisites for having an empathetic attitude is the ability to listen or understand first before being listened to or understood by others. A sense of empathy helps individuals in conveying messages in a way and attitude that will make it easier for the recipient of the message to receive it. So before building communication or sending a message, individuals need to understand and understand with empathy the potential recipient of the message. So that later the message from the communicator will be able to be conveyed without any psychological obstacles or rejection from the recipient, 4. Audible (The meaning of audible is that it can be listened to or understood well by the recipient of the message), 5. Clarity (Clarity, related to the clarity of the message itself so that it does not give rise to multiple interpretations or various different interpretations.

Communication can run well and smoothly if the message conveyed by someone based on a certain purpose can be well received and understood. The success of a communication if the delivery includes the following elements:

1. Source All communication events will involve the source as the creator or sender of the information. In communication between people, the source can consist of one person, but it can also be in the form of a group, for example a party, organization or institution. A source is often called a sender, communicator or source, sender or encoder.
2. Message. The message in question in the communication process is something that is conveyed face-to-face or through communication media. The content is in the form of science, entertainment, information, advice or propaganda. Often referred to as message, content or information.
3. Media. The medium in question is a tool used to transfer messages from the source to the recipient. There are several opinions about channels or medAda who consider that media can take various forms, for example in

interpersonal communication, the five senses are considered as communication media. This includes telephones, newspapers, and other mass media.

4. Recipient. The recipient is the party to whom the message is sent by the source. Recipients usually consist of one or more people, it can be in the form of groups, parties or even countries. It is often also referred to as an audience, target, communicator, or audience. If a message is not received by the recipient, it will cause various problems that often demand change, whether at the source, message or channel.
5. Influence. An influence or effect is the difference between what the recipient thinks, feels, and does before and after receiving the message. This influence is common in a person's knowledge, attitude and actions as a result of receiving messages.
6. Feedback Some people think that feedback is actually a form of influence that comes from the recipient. However, in fact, feedback can also come from other elements such as messages and media, even though the message has not yet reached the recipient.
7. Milieu. The environment or situation are certain factors that can affect the course of communication. This factor can be classified into four types, namely the physical environment, socio-cultural environment, psychological environment and time dimension [1];[2].

The role of communication is important in every aspect of life, including in the field of health. One of the goals is to educate the audience or listeners, in the field of health, the emphasis is on health promotion [3]; [4]. In the study of health communication, social cognitive theory is one of the theories that is widely used to identify how the cognitive and behavioral aspects affect and are influenced by health communication activities [5].

Social cognitive theory departs from the idea that humans learn from observation and affirmation or punishment for certain behaviors that affect individual behavior [6]. This theory views human behavior as a component of a model that interacts with each other between the environmental component and the personal component of human beings which includes the affection/emotion and cognitive of the individual [7].

Health service problems in hospitals should not occur. Hospitals are capital-intensive, science and technology-intensive, human resources-intensive, rule-intensive, and of course at the same time problem-intensive [8]; [9]. By improving services in hospitals through good health communication, health services will provide comfort to patients or people in need. This is important to do to build a reputation of the hospital. Theoretically, according to [10], health communication is defined as a process of delivering health information to encourage changes in individual and group behavior to improve health degrees. Furthermore [10] expressed that one of the main issues in health communication is affecting individuals and communities.

Health communication theory is closely related to the functions of Public Relations. Public Relations (PR) is a management function that builds and maintains good and beneficial relationships between organizations and the public that affect the success or failure of the organization [11] [9]. Further [11] divides the nine functions of PR which will be described as follows.

a. Internal relationships, a special part of PR that builds and maintains a good and mutually beneficial relationship between management and employees on which the organization depends its success.
b. Publicity, information provided by outside sources that is used by the media because that information has newsworthiness. The method of placing messages on this media is a method that cannot be controlled, because the source of the information does not pay the media for the loading of the information.
c. Advertising, information placed in the media by a particular sponsor whose identity is clearly the one who pays for the space and time of placement of such information. This method is controlled in placing media messages.
d. Press agentry, the creation of news and events of great value to attract the attention of the mass media and get the attention of the public.
e. Public Affairs, a special part of PR that builds and maintains relationships between the government and local communities in order to influence public policy.
f. Lobbying, is a special part of PR that functions to establish and maintain relationships with the government, especially with the aim of influencing the drafting of laws and regulations.
g. Issue management, a proactive process in anticipating, identifying, evaluating and responding to public policy issues that affect an organization's relationship with their public.
h. Investor relations, is part of PR in a corporate company that builds and maintains beneficial and mutually beneficial relationships with shareholders and other parties in the financial community in order to maximize market value.

i. Development, specifically from PR within non-profit organizations tasked with building and maintaining relationships with donors and members with the goal of obtaining funding and voluntary support.

Health Communication is a systematic effort to positively influence public health behavior, by applying various commonly used communication principles and methods such as interpersonal communication and mass communication including disease prevention, health promotion, health maintenance and the choice of available health facilities [2]; [12].

Health Communication is also defined as a study that studies tips on using communication strategies aimed at disseminating health information that can affect individuals and the wider community so that they can make informed decisions in health maintenance [13].

Intrapersonal communication is the use of language or thoughts that occur within the communicator himself. Intrapersonal communication is the active internal involvement of individuals in the symbolic processing of messages. An individual becomes both the sender and receiver of the message, providing feedback for itself in a continuous internal process [2].

According to [14] explained that interpersonal communication is communication between people who are face-to-face, allowing each participant to capture the reaction of others directly, either verbally or nonverbally.

Interpersonal communication is often referred to as dyadic communication, which means "communication between two people", where direct contact occurs in the form of conversation. This type of communication can take place face-to-face or it can also be through media such as telephone. The characteristic of interpersonal communication is its two-way nature or reciprocity (two-way communication). However, face-to-face interpersonal communication has one advantage where it involves nonverbal behavior, facial expression, physical distance, paralinguistic behavior which greatly determines social distance and familiarity [15]; [2].

2. Research Methods

The research method used in this study is a qualitative approach. Informants and analysis units are individuals or individuals who will be designated as sources of information and data in research. Data collection techniques and data sources are a way of collecting information and data needed to be able to answer the research problems that are expressed. Data validity is a method used to measure the accuracy of information and data obtained from the research site. Data analysis techniques are a method used to describe and explain information and data that has been obtained. Writing organization is a systematic research writing that is carried out so that it is comprehensively organized.

3. Results and Discussions

In essence, health development is an effort carried out by all components of the nation with the aim of increasing awareness and ability, and the desire to live a healthy life. In addition, health development also aims to be an investment in the development of productive human resources both socially and economically. Resource ability is an individual's physical and psychological capacity that includes the knowledge and skills possessed. Physically the source has a proportional, clean, neat body, and radiant skin so that he is attractive in the eyes of the audience and has persuasive power. Meanwhile, psychologically, resources have a very large persuasive power because they have high popularity related to healthy living behaviors.

Health Communication is a process that has a long time, starting from the needs and desires to be achieved. The biggest challenge in health communication is how to change the behavior of individuals who are usually inclined to reject messages that interfere with a belief and behavior that has been passed down through the generations.
Communication is one of the most important aspects of project management. Interpersonal communication between patients and caregivers helps to understand how patients feel about care. When a person first enters the hospital room, interpersonal communication significantly affects their well-being. Patient satisfaction is highly dependent on the factors that are often encountered in the hospital and other factors as well. If the patient's expectations are met by the hospital room, the patient will feel highly respected and cared for. They also understand that the hospital providing the care has a better understanding of what is expected of it. In order for a communicator to feel comfortable with others and in communication situations in general, they must have social trust. In communication, effective communicators are indispensable to present interactions that satisfy both parties [16] Building good social relationships requires effective interpersonal communication in the process of forming and strengthening these social relationships. Interpersonal communication is considered effective when both parties enjoy the communication [17]

4. Conclusion

In health communication, it can fulfill the communication component in the form of messages conveyed that are able to attract attention and arouse the emotional and rational side of the audience by including pictures, testimonials and arguments accompanied by scientific research evidence. The message is also clear and relevant, listing the benefits, losses and risks, consistent and transparent so as to create trust, and there is an encouragement, a call to action. The information media used by sources of healthy living behavior are social media Instagram, YouTube, and Facebook as the most accessed social media by Indonesians. The effect on the recipient of the message is in the form of cognitive, affective, and behavioral effects which are classified into five levels, namely the level of knowing (pre-contemplation), the level of receiving (contemplation), the level of receiving but not yet executing (decision), having carried out but not yet consistently (action), and the last level, which is having carried out consistently (maintenance). For the next research, it is recommended to conduct research on the effectiveness of messages with quantitative research methods.

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