

Health Capabilities in New Media Literation in Government Health Institutions

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ABSTRACT

Health workers in Indonesia desperately need an understanding of new media. Especially new media on information and health care. Especially in government health services. Health skills for health workers are indispensable in professionalism. Literacy on the ground is the ability to write and read, talk and listen. New media literacy leads to the ability to exchange symbols by participating amongst the public in unlimited symbol forms of language, images, still or moving, graphics, sound, music, and interactivity. The research method used in this research is by deep interview with head of puskesmas of Tebet Barat sub-district, South Jakarta. Informants with some health workers Lenteng Agung, South Jakarta and health workers Kalibata, South Jakarta. The results of this study are the health workers at government agencies in Jakarta has been very good. But the understanding of health workers aka nisi and the meaning of new media is not optimal. Therefore, health workers still have to be always educated by the central health personnel.

Key words: media literate, skill of professionalism, health of education on new media

INTRODUCTION

Health professionals have the skills to understand the contents of new media messages. New media have advantages and disadvantages in delivering messages. Audience must have good skills in understanding the messages sent. The reality is that new media

understanding skills for health workers are not optimally owned by health professionals in Indonesia.

New media presented in speed in sending and receiving messages to the audience. The contents of the message presented may not be understood by the recipient of the message. Professional health professionals should have skills in understanding the content of health messages.

DISCUSSION

As in international journals on political communications, social media, and public spaces from Iis Jamilah, Kamal Faishal Akbar, Muhammad Abqori Gunawan and Stanijuanita Marantika under the title Political Communication, Social Media, and Public Speher: An Analysis to a Phenomenon in Bandung The political communication according to Lord Windlesham is a deliberate political message by the sender to the recipient in order to make the recipient behave in ways that may not be wise to do. From this definition it can be assumed that political communication has a political purpose to influence the actions of others. While Meadow emphasizes the political consequences of political communication that any exchange of symbols or messages that become significant extent has been formed by, or has consequences for the functioning of the political system. This political consequence is the main thing that distinguishes political communication from public communication (<http://www.ijssh.org/vol6/774-HS0043.pdf> accessed on 3 July 2018 at 12:34 WIB).

New media "are digital, often have characteristics that can be manipulated, networked, solid, interactive and impartial. Some examples can be Internet, websites, multimedia computers, computer games, CD-ROMS, and DVDs. New media is not television, movies, magazines, books, or paper-based publications. (Rudi Setiawan, 2013).

Meyrowitz discloses that a new media environment known as cyberspace has brought new ideas to media research that not only focuses on messaging but begins to involve communication technology itself that directly or indirectly gives the fact that the technological communication device is one of the forms or type of social environment. Not only can be seen as a medium in the meaning of technology alone, but also other emerging meanings such as culture, politics, and economy (Nasrullah, 2015).

New Media is a medium that uses the internet, technology-based online media, flexible character, potentially interactive and can work both privately and publicly. The new media is a digitalization in which a concept of understanding of the development of the age of technology and science, of all the manual nature becomes automatic and of all complex nature to be concise. Digital is a complex and flexible method that makes it a staple in human life. Digital is also always associated with the media of the University of North Sumatra because this media is something that continues to always evolve from the media of old (old media) until now who have been using digital (modern media / new media). (Retrieved from <http://repository.usu.ac.id/bitstream/handle/123456789/42287/Chapter%20II.pf?sequence=4> on June 27, 2018 at 10:32 WIB)

Media literacy is the ability of the user's skills in reading, understanding the contents of media messages, then communicant can understand, understand the contents of messages delivered, and understand the purpose of the message. As stated in the International Journal on New Media from Richard Kahn, Douglas Kellner entitled New Media and Internet Activism: from the 'Battle of Seattle' to blogging published by SAGE Journals Publications Volume 6 (1) DOI: 10.1177 / 1461444804039908.

Media literacy has been systematically conducted since 1960 emphasizing media teaching rather than through the media. The term media literacy is not only used specifically for media, but can be used widely in different realms. Many emerging terms such as computer literacy, digital literacy, political literacy are encountered in many literatures. Media literacy is sometimes defined as referring to the type of technology used. The development of communication technology, especially through the internet, led to a new term in the practice of media literacy is digital literacy. Digital literacy is basically the same as media literacy, that is, practices that offer the capacity or competence to utilize the media, whether to understand it, produce it, or to know its role in society. (Wahid & Pratomo, 2017)

Qualitative research methods are looking for meaning, understanding, understanding about an event phenomenon, as well as human life by engaging directly and / or indirectly in the settings studied, contextual, and comprehensive. The researcher does not collect data once or all at once and then process it, but step by step and meaning is concluded during the process from start to finish, narrative and holistic (Yusuf, 2014).

Key informant is a person or group of people who have certain basic information. The key informant will be the source. Key informant of this research is editor of national

newspaper in Indonesia. Interviewing key informants is an important part of the research. Good informants are people who can be talked to easily, who understand the information that researchers need, and are happy to work with (Endraswara, 2006). Informants of this research are media reporters of national new media. The text under study is a new media on seven days from 27 May to 2 June 2018. The date is the preparation of the contestants to hold simultaneous general elections in Indonesia.

The results of this study health professionals are not skilled in understanding the message information. The contents of new media messages are very fast in conveying information but health professionals are not yet skilled in understanding the contents of new media messages. Professional health workers get new media training. But the results of training new media understanding has not been applied in daily work life.

CONCLUSION

New media understanding skills are indispensable for Indonesian health professionals. The need for information delivered by the new media requires skills to understand the contents of new media messages for health professionals in government agencies

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