

POTRET KESADARAN KESEHATAN (*HEALTH LITERACY*) AKTUAL MASYARAKAT PESISIR & MASYARAKAT PEGUNUNGAN DI JAWA BARAT

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Abstract

Some various communication strategies and techniques in health can be engineered to construct health literacy, that is a condition in which an individual has a capacity to get involved, proceed and comprehend information of basic health and health service required to consider the health decision for him or herself and their environment. The health communication program can be designed to bridge the gap of health literacy in various community types and characteristics in West Java. The health communication is aimed at disseminating messages, influence, and motivate the target audience to have healthy behavior. The field of health communication today needs to be developed through some strategies and tactics intensively, either through face-to-face communication or through the use of media including convergent media.

Based on the condition above, through the descriptive study, it was studied the portrait of actual health literacy in West Java communities, especially in Pamanukan district as the representation of coastal community, and Ciwidey district representing the mountain community in West Java province. The description resulted from this research would be the input to set up the program of ideal health development communication in other areas in Indonesia having the similar social-geographical condition.

The research contributed the description of public audience skill in evaluating information about credibility and quality of health service, analyzing risk alternatives and advantages of medical acts, calculating drug doses, interpreting the laboratory test result as well as using the health information for daily life. The research specifically found the model of message packaging, communication technique and strategy as well health communication media in accordance with the social-geographical condition of the public audience.

Keywords : health literacy, healthy behavior, health information, health development communication

PENDAHULUAN

Seiring dengan berkembangnya teknologi informasi, maka berkembang pula fungsi media komunikasi baik media massa maupun media sosial dalam berbagai variasi dan bentuk tampilannya. Media dapat menjadi instrumen untuk membangun kesadaran dan kepercayaan masyarakat terhadap pentingnya menjaga kesehatan diri dan lingkungan melalui pola dan tata cara hidup yang higienis. Laporan WHO tahun 2006 mencatat lebih dari 1,8 juta orang di negara berkembang termasuk di Indonesia, tidak memiliki akses air bersih dan 2,6 juta orang tanpa akses sanitasi yang layak yang menyebabkan 1,8 juta anak meninggal. Sebenarnya terdapat cukup air, namun tidak dikelola dengan efektif dan merata, ditambah dengan pola perilaku tidak higienis dan sanitasi yang buruk akibat rendahnya kesadaran kesehatan (*health literacy*).