

Analysis of Digital Media Websites in Efforts to Improve Health Promotion at UPT Puskesmas Laboy Jaya Bangkinang

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Abstract

The demand for accurate and up-to-date health information is increasing in line with the rapid development of information technology. Digital media has played a significant role in promoting health worldwide. The Indonesian government has shifted the paradigm of health development towards a promotive and preventive approach. This study aims to analyze the use of digital media, specifically websites, in promoting health services at UPT Puskesmas Laboy Jaya, Bangkinang. The study uses fishbone analysis to identify problems and USG (Urgency, Seriousness, Growth) methods to prioritize solutions. Results indicate that the key issue requiring immediate attention is the lack of a digital website as a promotional tool. The development and implementation of a website are deemed necessary to optimize health promotion efforts.

Keywords: Digital Media, Health Promotion, Website, UPT Puskesmas, Fishbone Analysis

INTRODUCTION

The expansion of technology in healthcare services, marked by the rise of digital optimization and the use of artificial intelligence, has resulted in significant shifts in the healthcare sector. Healthcare providers now face a volatile, uncertain, complex, and ambiguous (VUCA) environment due to the disruption of traditional healthcare services (Ministry of Health, 2020). Increasingly, individuals rely more on the internet for healthcare information than on healthcare professionals.

In Indonesia, government regulations, such as the Regulation of the Ministry of Health No. 43 of 2019, emphasize the use of appropriate technology in public health services. Websites, in particular, have become vital for providing healthcare information and promoting services (Setiyaji et al., 2017). For instance, websites can serve as a medium to share service information, build institutional images, and enhance health promotion (Wijaya, 2016).

UPT Puskesmas Laboy Jaya, located in Bangkinang, has yet to implement a digital platform for promoting its services, relying instead on printed materials and face-to-face interaction. This study aims to identify the challenges and opportunities for introducing a digital health promotion platform through the creation of a website.

LITERATURE REVIEW

Digital Media in Health Promotion

Digital media, particularly websites, have proven to be effective tools in disseminating health information. A study by Handoko et al. (2016) found that health centers utilizing websites were able to reach a wider audience and enhance public engagement. Similarly, Hasugian (2018) noted that websites are cost-effective tools for promoting health services.

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Health Promotion Strategies

Health promotion strategies in Indonesia are heavily influenced by the **Healthy Paradigm**, which prioritizes preventive and promotive measures. As noted by the **Ministry of Health (2020)**, health centers must implement innovative communication strategies to keep up with technological advancements.

Website Effectiveness in Health Services

Websites are highly regarded for their ability to provide real-time information and services such as online registration and consultation (Hidayat, 2010). Research by **Afriady et al. (2020)** suggests that a well-designed website can significantly improve health service efficiency.

METHODOLOGY

This study was conducted at UPT Puskesmas Laboy Jaya, Bangkinang, from November 27 to December 14, 2023. A qualitative approach was employed, involving interviews with the head of the health center, administrative staff, and program officers. Data collection included direct observations and structured interviews to identify existing challenges in health promotion.

Fishbone Analysis

Fishbone diagrams were used to categorize the problems into six main areas: Man, Method, Money, Material, Machine, and Mother Nature (Kusnadi, 2008). This method allowed the research team to identify the root causes of issues related to the lack of digital health promotion efforts.

USG Analysis

The USG (Urgency, Seriousness, Growth) method was applied to prioritize the issues. This technique helps determine the severity and urgency of the problems, ensuring that the most critical issues are addressed first (Wardani & Minarno, 2021).

RESULTS

The analysis revealed several key findings:

1. Lack of Digital Infrastructure

UPT Puskesmas Laboy Jaya has no website to disseminate health promotion information.

2. Limited Use of Digital Media

Health promotion is primarily conducted through printed materials such as posters and banners, which have limited reach.

3. Staff Training Deficiency

There is a lack of trained personnel who can manage and maintain a digital health promotion platform.

4. Adequate Internet Coverage

Despite these challenges, the area is well-served by reliable internet connectivity, making the development of a website feasible.

These findings highlight the urgent need to develop a digital platform, supported by training and investment in appropriate technology.

DISCUSSION

The findings suggest that introducing a digital platform for health promotion, specifically a website, could significantly improve the reach and effectiveness of health communication efforts at UPT Puskesmas Laboy Jaya. Similar health centers that have adopted digital platforms report increased public engagement and more efficient service delivery (Handoko et al., 2016).

The fishbone analysis revealed that the primary barrier is the absence of trained personnel and the required infrastructure. However, the potential benefits, including improved accessibility for the community and the ability to provide up-to-date information, outweigh the challenges.

International studies, such as those by WHO (2020), show that digital platforms enhance preventive health strategies by making health information readily accessible to the public.

CONCLUSION

The study concludes that the introduction of a website for health promotion at UPT Puskesmas Laboy Jaya is not only feasible but also essential for improving the delivery of health services. Training staff and securing necessary resources are key steps toward implementation.

Recommendations

Develop a comprehensive digital health promotion strategy, focusing on the creation of a website.

Provide regular training for staff on managing and updating digital platforms.

Allocate sufficient resources, including financial and technical support, to ensure the sustainability of the digital platform.

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