

HEALTH COMMUNICATION LITERACY IN PROMOTING THE HEALTHY COMMUNITY MOVEMENT AMONG INDONESIAN MIGRANT WORKERS IN PENANG – MALAYSIA

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ABSTRACT

Indonesia has succeeded in getting through the Covid-19 Pandemic, but people still need to be alert and the most important thing is to continue implementing healthy and clean living habits. For this reason, the healthy living community movement (GERMAS) launched by the Ministry of Health of the Republic of Indonesia needs to be socialized more widely and its promotion increased. The aim of this activity is to increase public health literacy through the Healthy Community Movement (GERMAS) program. The method used is socialization by integrating lecture activities, the use of audiovisual media through short YouTube videos, discussions and questions and answers about the use of online media to search for health information and increase public knowledge in implementing healthy lifestyles among Indonesian Migrant Workers on Penang Island, Malaysia. The results of the activities showed that this program was felt to be important, relevant and useful for participants with scores of 3.2 (80%) and 2.8 (70%) feeling satisfied with the overall program. Conclusion, that this community service program has a positive impact on knowledge and increasing public health literacy, that a clean and healthy lifestyle must become a culture. The community's ability to access and utilize health information needs to continue to be improved for a Healthy and Productive Indonesia. Skills in using digital media need to be improved as a preventive measure and to improve the quality of health.

Keywords: digital media, health communication, healthy community movement, literacy, migrant workers

INTRODUCTION

Entering mid-2023, President Joko Widodo decided to lift the pandemic status in Indonesia and begin to enter an endemic period. Health protocols during the pandemic are no longer enforced. Only some people still have the habit of using masks and hand sanitizer when in public places, most of whom have abandoned the habit of health protocols during the pandemic. This can reduce the vigilance of the Indonesian people to maintain a clean and healthy lifestyle during endemic times and that health is the most expensive asset that must be maintained. Learning from the Covid-19 pandemic, health communication has become an important focus as a new challenge in developing effective communication strategies (Caeiros, Ferreira, Chen-Xu, Francisco, & Arriaga, 2024). For this reason, the healthy living community movement (Germas) launched by the Ministry of Health of the Republic of Indonesia needs to be socialized more widely and its promotion increased. Therefore, health communication literacy is an urgent matter.

GERMAS - Healthy Living Community Movement, is a movement that aims to improve the culture of healthy living and abandon unhealthy habits and behavior in society. A healthy lifestyle will provide many benefits to the quality of one's health and increase one's productivity. Another important thing in supporting a healthy lifestyle is a clean and healthy environment. The GERMAS program has seven steps in implementing a healthy lifestyle, namely; do physical activity, consume fruit and vegetables, do not smoke, stop consuming alcohol/alcoholic drinks, carry out regular health checks, maintain environmental cleanliness, and use a latrine (Ministry of Health of the Republic of Indonesia, 2017). Several literatures have raised the theme of Healthy Living Skills and GERMAS as the object of study with various reviews; about the GERMAS program in various regions (Dewi, 2022; Junita, Handayani, & Alfiah, 2020; Khoiruzzad & Junaidi, 2023), Analysis of the implementation of the GERMAS program (Nursalamah, Giyanto, & Sutrisno, 2021), Socialization and Education of the GERMAS Program (Kospa, 2024; Mardiah, Narasafa, Mathar, Pertiwi, & Utami, 2022). Healthy Living Skills are an important asset that will determine a Healthy Indonesia in the future (Yuliawati, 2023).

It is hoped that GERMAS can reach all Indonesian people, including migrant workers abroad, especially workers sector informal people who may not be touched by this education due to limited access to information. Based on data from the Indonesian Migrant Worker Protection Agency (BP2MI), the placement of Indonesian migrant workers (PMI) reached 237,992 people in January-October 2023. Most of the PMIs worked as domestic workers (PRT), totaling 61,180 people. The number is equivalent to 25.70% of the total PMI for the period January-October 2023. The second largest PMI occupation is caregivers, namely 46,079 people or contributing 19.36% of the total PMI for

this period. Next there are PMI who work as plantation workers as many as 22,641 people, followed by workers as many as 18,798 people. This number is dominated by female PMI, namely 146,785 workers and the remaining 91,207 male PMI workers (Muhamad, 2023a). In 2021, Malaysia became the main destination country for PMI (Rahman, 2022) and in 2023 it shifted to second place after Taiwan (Muhamad, 2023b).

Based on the performance report of the Consulate General of the Republic of Indonesia (KJRI) Penang in 2020, There are around 60,610 Indonesian citizens (WNI) spread across the areas of Penang, Kedah and Perlis. Of this number, the majority of Indonesian citizens, namely around 50,628 people (83.5%) are in Penang, followed by Kedah around 9,493 people (15.5%) and Perlis around 489 people (1%) (KJRI Penang, 2020).

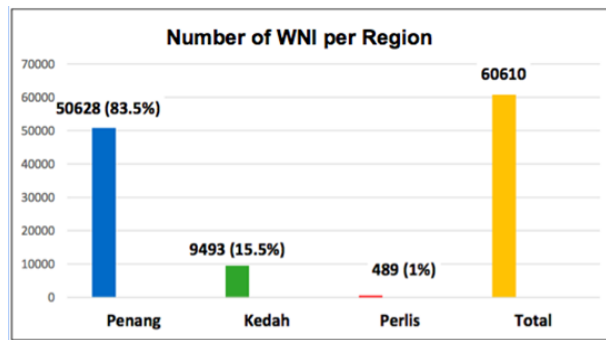


Figure 1. Total Indonesian citizens in Penang, Kedah and Perlis, Malaysia
 Source: Indonesian Consulate General in Penang 2020 Performance Report

The number of PMI in the working area of the Indonesian Consulate General in Penang was recorded at 43,564 people, consisting of 37,615 people in the Penang State area, 5,459 in the Kedah State area and 490 in the Perlis State area.

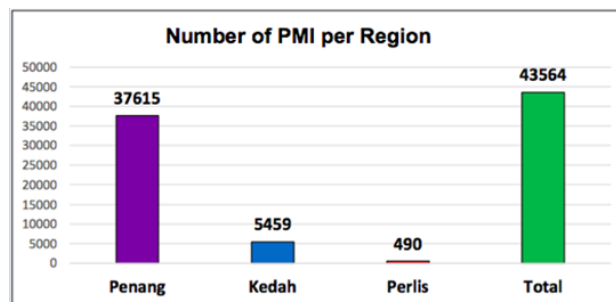


Figure 2. Total PMI in Penang, Kedah and Perlis, Malaysia
 Source: 2020 Indonesian Consulate General Performance Report

PMI is spread across several work sectors, as many as 28,792 people work in the manufacturing sector (factories), 6,414 people in the maid / domestic worker sector, 4,606 people in the construction sector, 2,090 people in the service sector (restaurants, cleaning services, spas), 896 people in the cultivation (oil palm and rubber plantations) and 766 people in the agricultural sector.

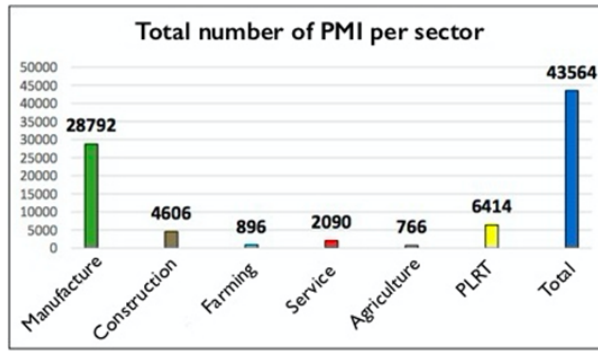


Figure 3. PMI Work Sector in Penang, Kedah and Perlis, Malaysia
 Source: Indonesian Consulate General in Penang 2020 Performance Report

Based on the data in figures 1, 2 and 3, it can be described that The majority of Indonesian citizens on the island of Penang are workers who work as factory, construction, plantation, household assistants and service workers. Others are PMI who do not have valid documents or work permits (informal). The problems faced by Indonesian citizens (WNI) on Penang Island include employment, immigration, legal and health issues with the characteristics of the majority having low education (KJRI Penang, 2022).

This Community Service (PkM) activity targets health issues where obstacles are found in handling PMI's health, more specifically the lack of ownership of health insurance, so education on disease prevention and adopting a healthy and clean lifestyle is important. The Healthy Living Community Movement (GERMAS) needs to be socialized to PMI on Penang Island as a promotive and preventive effort to reach a healthy Indonesia.

This PkM activity is in collaboration with PERMAI Pulau Pinang - Indonesian Community Organization on Pulau Pinang, which is a Non-Governmental Organization (NGO) or Non-Governmental Organization which is a forum for the unity of the Indonesian people living on the island of Penang, Malaysia.



Figure 4. Profile of PERMAI
 Source: <https://permai.my.id/wp-content/uploads/2024/01/Profile-PERMAI-5.pdf>

Carrying the vision of becoming an interactive institution, tolerant, adaptive, contributive, harmonious and conducive to Indonesian and Malaysian society. PERMAI focuses on educational and humanitarian aspects, especially in the social, educational and cultural fields. Has educational programs that have been implemented from 2016 to 2023 in

collaboration with educational institutions at primary, secondary and tertiary levels in Indonesia. PERMAI shares the same view regarding the need to increase PMI health literacy on Penang Island so that it is willing to become a partner and collaborate in this Community Service activity.

Based on the situation analysis above, this Community Service program aims to participate in promoting the government program regarding the Healthy Living Community Movement (GERMAS) with the following achievement targets:

- Increase knowledge and understanding of the Healthy Living Community Movement (Germas).
- Increase awareness to participate in implementing a clean and healthy lifestyle.
- Increasing health communication literacy through information access skills in the media.

METHOD

The target of the activity is migrant workers in the informal sector. they need to have knowledge and skills for clean and healthy living so they can share information about healthy living behavior and apply it to their families. This activity was attended by 34 Indonesian Migrant Workers who joined as administrators and members in the Representative Council of the Special Branch of Nahdlatul Ulama (MWCI NU) Penang Island. The majority of Indonesian migrant workers, consisting of men and women, have families and live around the MWCI NU secretariat office, Jelutong, George Town, Malaysia. Community Service Activities held on Sunday, January 28 2024, includes disseminating knowledge and understanding about the Healthy Living Community Movement (GERMAS) program as well as providing information access skills in the media as an effort to increase health literacy.

The activity method carried out is to socialize understanding and provide the GERMAS concept by combining presentation, dialogue and consultation methods. The work procedure is divided into three stages: (1) Pre-Program: situation analysis of social phenomena, problems, solutions and mapping of the target audience. (2) Program Implementation: resource persons, community service team who have competence in the field of communication and use of online media, (3) Program Finalization, and (4) Program Evaluation, using survey measurements from questionnaires processed quantitatively. Program evaluation is needed to obtain information about the implementation of activities, participant expectations and also to evaluate participant skills (Istiqomah & Dearly, 2022).

RESULTS AND DISCUSSION

This Community Service activity is carried out through several stages. The first stage begins with identifying public health problems, especially those related to healthy lifestyles which are campaigned by the government through the slogan "GERMAS - Healthy Living Community Movement". Most of the participants did not know and many had just heard this term. The second stage, namely the implementation of socialization, is a knowledge transfer activity carried out through lectures, simulations and questions and answers. Information related to the Healthy Living Community Movement as an effort to systematically encourage people to plan and implement healthy living with awareness, willingness and ability to improve the quality of life. Providing an understanding of the importance of keeping the environment clean and healthy and implementing a healthy lifestyle will provide many benefits for the quality of health which of course affects people's productivity. This movement focuses on 7 (seven) activities that need to be improved by the community, namely: a). do physical activity; b). cultivate the habit of eating fruit and vegetables; c). do not smoke; d). do not consume alcoholic beverages; e). carry out regular health checks; f). maintain environmental cleanliness; and f). use healthy latrines. The third stage is improving skills through training (workshops) on how to access health information on online media such as the satusehat.kemkes.go.id platform, infokes Indonesia, halodoc, clinicgo, k24klik and other social media. Participants were also explained about the benefits of using social media in searching for health information which provides many benefits such as:

- Supports information needs about a disease
- Health information management
- Information on the nearest treatment or vaccine location
- Can share health information with family/friends/experts
- Emergency services and other health services

In general, the results of socialization that have been achieved in this community service are as follows: Participants learned about the healthy living community movement campaigned by the government and the importance of adopting a healthy and clean lifestyle.

The material about germs and the use of social media as a means of health information received responses from participants marked by questions that arose and enthusiasm when practicing searching for health information using health platforms.

Based on the attitudes and questions asked, it can be seen that the workshop material is very helpful in increasing participants' knowledge and skills in utilizing online media and social media to improve the quality of their health. From the results of this socialization, it is hoped that there will be follow-up actions from participants to disseminate and convey information about community service activities regarding the 7 steps of the healthy living movement as a means of health promotion to family, relatives and neighbors in their environment.

The next stage is evaluating community service activities. At this stage, an assessment is carried out by distributing a questionnaire containing questions regarding the activity material, methods used, competency of the Implementation Team, benefits of the activity, participant enthusiasm and overall participant satisfaction. Based on the evaluation, it can be seen that in general participants understand the importance of living a healthy and clean life, the importance of having the skills to use digital media in searching for accurate and reliable health information. The success of the program is measured based on performance achievements in participants' interest and satisfaction with the implementation of the community service program, as in the diagram below:

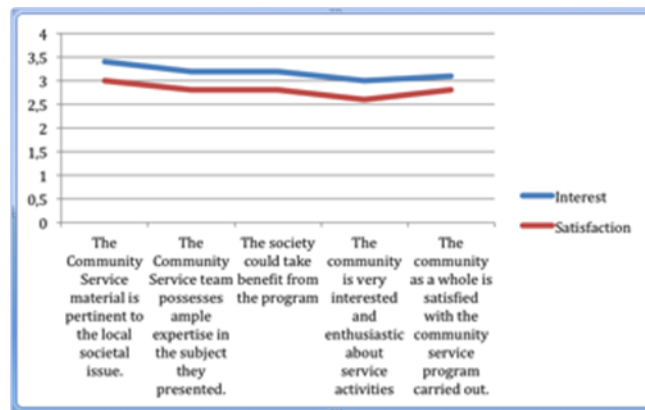


Figure 5. Diagram of Community Service Performance Achievements
 Source: Data Processing Results

The Community Service Performance Achievement Diagram above explains five things that are of concern in evaluating activities, namely: a). Relevance of Material, b). Implementation Team Competency, c). Program Benefits, d). Enthusiastic participants, and e). Overall satisfaction.

The survey results provide an illustration: First, that the material presented is considered relevant with a score of 3.4 and a score of 3 for satisfaction. This means that participants consider this material important for them to know and feel satisfied because it is related to physical health and the environment which requires them to live clean and healthy so they can work calmly and productively as migrant workers in Malaysia. Second, regarding the expertise of the Implementation Team. Participants assessed that the Implementation Team was competent with a score of 3.2 and a score of 2.8 for satisfaction. This illustrates that the participants considered that the implementing team were people who had expertise and the participants were satisfied with the delivery. Third, the benefits of the program for society received scores of 3.2 and 2.8. Participants assessed that this service program was beneficial to the community and participants felt happy and satisfied because they gained knowledge and experience in implementing a clean and healthy lifestyle, knowing where to look for official and reliable health information. Fourth, the participants' enthusiasm for participating in the activity was assessed with scores of 3.2 and 2.6 for satisfaction. This shows that the participants were interested and enthusiastic in participating in the activity and were actively involved in the discussion session. Fifth, overall participants were satisfied with the implementation of the community service program as shown by a score of 3.1 for program expectations and 2.7 for actual performance.

This community service implicitly also provides supervision so that changes in the direction of progress in public health occur gradually and gradually in order to stop unhealthy habits and behavior in society. Likewise, literacy mastery shows each individual's skills. Therefore, literacy becomes an instrument that can be used to obtain and

communicate information (Rahman, Sopandi, Widya, & Yugafiat, 2019). In the context of this activity, health communication literacy which is carried out in general provides an overview of the results which include:

- Success of the target number of training participants
- Achievement of training objectives
- Achievement of planned material targets
- Participants' ability to master the material

From the participants' side, it shows that this socialization and training activity can be followed and can be said to be successful. Consumer socialization theory explains that when someone learns and thinks and feels they conform to society's expectations, they have actually been socialized (Kleinschafer, Kingsford, & Allan, 2024). Based on the hope/importance and satisfaction scores of participants, it shows that expectations are in line with program performance. Even though there is a relatively small gap between expectations/interests and satisfaction with program implementation performance, this gap provides an illustration of improvement efforts and potential that can be developed for further programs that are more appropriate and in line with community needs. Achievement of the objectives of this program is generally good, seen from the communication effects generated by the participants. Effective communication enables access, understanding, and informed decision-making of individuals and communities regarding their health, strengthening their central role in promoting health literacy (Caeiros et al., 2024). The communication effect is the influence or reaction of the recipient to the message received so that changes occur within him. The effectiveness of conveying information is related to behavior. Behavior contains three domains, each of which is the cognitive or knowledge domain, the affective or feeling domain and the conative domain in the form of a tendency to act. Cognitive ability is the mental ability to understand meaning, messages and knowledge in a certain context. Affective capabilities are about emotions and motivation to drive successful communication. Behavioral competency is closely related to an individual's ability to act appropriately and effectively in certain situations (Babao & Adiatma, 2023). Participants' cognitive abilities will influence their affection towards program implementation and subsequently direct their behavior according to their knowledge and attitudes towards clean and healthy living behavior received from community service activities. Achievement of the material was as planned, enough time was given so that the participants were immersed in the study which was interesting and not boring - occasionally laughter broke out during this discussion.

CONCLUSION

This community service program has had a positive impact on the knowledge and increase in health literacy of Indonesian Migrant Workers. Activity participants realized that adopting a clean and healthy lifestyle must become a culture. The community's ability to access and utilize health information needs to continue to be improved to create a Healthy and Productive Indonesia. Social media skills need to be improved as a preventive measure and to improve the quality of health.

As an effort to continue the program in the future, the team needs to more carefully identify the problems faced so that subsequent material can be more tailored to the participants' special interests and concerns. The next program is more directed at practical applications with a longer time and broader targets.

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