

ABSTRAK

Penelitian ini berjudul *“Komunikasi Kesehatan Tenaga Kesehatan Puskesmas Purwokerto Barat Kabupaten Banyumas dalam Penanganan Kasus Covid-19”*. Penelitian ini dilakukan untuk mengetahui dan mendeskripsikan komunikasi kesehatan beserta hambatan-hambatan komunikasi yang dihadapi oleh Puskesmas Purwokerto Barat dalam melakukan penanganan kasus Covid-19. Melalui paradigma konstruktivisme, penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Adapun lokasi penelitian di Puskesmas Purwokerto Barat, Kabupaten Banyumas, Jawa Tengah.

Hasil dari penelitian ini adalah menjelaskan bahwa Komunikasi kesehatan yang digunakan tenaga kesehatan Puskesmas Purwokerto dalam penanganan kasus Covid-19, yaitu : (1) Puskesmas Purwokerto Barat membentuk tim penanganan Covid “Bina Wilayah”; (2) Membentuk grup WhatsApp “Sigap Covid”; (3) Membentuk Grup WhatsApp di Setiap Lintas Sektor; (4) Membantu pelaporan kasus baru dan input kontak erat di Web Silacak; (5) Komunikasi pertama antara tenaga kesehatan dengan pasien Covid-19 menggunakan aplikasi WhatsApp; (6) Kunjungan pemantauan ke rumah pasien minimal 3x. Dalam penelitian ini terdapat cara berkomunikasi Puskesmas Purwokerto Barat ketika melakukan penanganan Covid-19 yang membedakan dengan Puskesmas lainnya di wilayah Kabupaten Banyumas, yaitu seluruh Tenaga Kesehatan Puskesmas Purwokerto Barat ikut andil dalam melakukan penanganan kasus Covid-19 dengan membentuk Tim Bina Wilayah, sehingga seluruh Nakes ikut membantu menangani pasien secara langsung.

Berdasarkan hasil penelitian juga ditemukan bahwa terdapat beberapa hambatan yang dialami oleh Tenaga Kesehatan Puskesmas Purwokerto Barat dalam melakukan komunikasi kesehatan Penanganan Kasus Covid-19, yaitu : (1) Respon yang lambat di Grup WhatsApp; (2) Kurangnya koordinasi dalam pembagian tugas antara tenaga kesehatan dengan lintas sektor; (3) Lamanya prosedur pelaksanaan dari lintas sektor untuk melakukan screening dan testing; (4) Perbedaan bahasa medis dan dialek; (5) Terdapat perbedaan persepsi antara pasien dan tenaga kesehatan mengenai Covid-19; (6) Pasien memiliki keterbatasan alat komunikasi.

Kata Kunci : Komunikasi Kesehatan, Hambatan Komunikasi Kesehatan, Covid-19 Puskesmas Purwokerto Barat Kab. Banyumas.

ABSTRACT

This research is entitled " Health Communication of Health Workers at the West Purwokerto Health Center, Banyumas Regency in Handling the Covid-19 Case". This research was conducted to identify and describe health communication and the communication barriers faced by the West Purwokerto Health Center in handling the Covid-19 case. Through the constructivism paradigm, this study uses a qualitative research method with a descriptive approach. The research location is at the West Purwokerto Health Center, Banyumas Regency, Central Java.

The results of this study are to explain that the health communication used by health workers at the Purwokerto Health Center in handling the Covid-19 case, namely: (1) West Purwokerto Health Center formed a Covid handling team "Region Development"; (2) Form a WhatsApp group "Sigap Covid"; (3) Forming WhatsApp Groups in Every Cross-Sector; (4) Assisting in reporting new cases and inputting close contacts on the Silacak Web; (5) The first communication between health workers and Covid-19 patients using the WhatsApp application; (6) Monitoring visits to the patient's home at least 3x. In this study, there is a way of communicating at the West Purwokerto Health Center when handling Covid-19 which differentiates it from other Health Centers in the Banyumas area, namely that all Health Workers at the West Purwokerto Health Center take part in handling the Covid-19 case by forming a Regional Development Team, so that all health workers participate. help treat patients directly.

Based on the results of the study it was also found that there were several obstacles experienced by the West Purwokerto Health Center Health Workers in carrying out health communication in handling the Covid-19 Case, namely: (1) Slow response in the WhatsApp Group; (2) Lack of coordination in the division of tasks between health workers and across sectors; (3) The length of time for cross-sector implementation procedures to carry out screening and testing; (4) Differences in medical language and dialects; (5) There are differences in perceptions between patients and health workers regarding Covid-19; (6) Patients have limited means of communication.

Keywords: Health Communication, Barriers to Health Communication, Covid-19 West Purwokerto Health Center Kab. Banyumas