International Journal of Engineering & Technology, 7 (3.25) (2018) 636-639

International Journal of Engineering & Technology

Website: www.sciencepubco.com/index.php/IJET

Research paper

Information Politics of Traditional Medicine Research at Village Community of West Bandung District

Rully Khairul Anwar[1]*, Agus Rusmana[2]

[1,2]Faculty of Communication, Padjadjaran University, Bandung
**Corresponding author E-mail: rully.khairul@unpad.ac.id [a]*

Abstract

This study examines the politics of information within a particular organization or social group, in this case is a rural community in West Bandung District. The political process of information includes activities on how the government creates, acquires transfers, alters, stores, and reuses information that is related to traditional medicine. Here also learned how people respond to public policy regarding traditional medicine. The method used is qualitative with data collection technique through observation, interview, documentation study, and literature study. The results show that there is a local political information activity in rural communities of West Bandung marked by the presence of traditional medicine managers, patients, the government with its regulations, and other information politics activities that led to the maintenance of traditional medicine and services, even traditionally, ie verbal and undocumented.

Keywords: *Information Politics; Traditional Medicine; Information Management*

1. Introduction

The information society has a primary need to meet the information required to support various daily activities and other demands. The need for information is felt to continue to grow for someone whenever he wants to know something. Similarly, curiosity arises when one wants to add to the long list of his knowledge treasures. According to Wersig (1), information needs are driven by a problematic situation where one feels the need to obtain input from sources outside of himself. While Belkin (1), named this an anomalous state of knowledge, one feels that his level of knowledge is insufficient to deal with a particular situation at the time.

The rapid development and utilization of Information Technology (IT) has made IT a driving force for the development of society in various fields, thus also implicating social and economic development now and in the future. IT gave birth to a new era of various goods and services purchased, shipped, paid, and used without leaving information systems and communication networks. This means the entire process from the procurement until the use of goods is done with the help of IT. In the information age, human languages are mostly replaced by machine language, such as numbers, letters or codes, passwords, and personal identification numbers (PINs), which allow automatic handling and processing of information in the same format at the same level.

Meanwhile, the availability of traditional medical services that have medical benefits is still widely used and still there used by the general public. This is reality that must be paid attention by doing studies related to it.

The tendency to increase the utilization of traditional medicine has led the scientific information related to traditional medicine has an important position, both become a scientific basis in which the use of traditional medicine by society and company also as a reference "state of the art" research of traditional medicine for scientists.

Ideally, all this scientific information in form of prints or electronic files can be obtained from the nearest library. Often this condition cannot be fulfilled due to several reasons, one of which is a quite high cost to subscribe into scientific information sources.

As an alternative, the Internet is the right choice to be a source of information. Websites as part of the provider of information on the internet are increasing in number over time. Not only that, the community also has self-managed the network of contacts that use the internet to communicate with each other about this traditional medical problem. For example is the number of Facebook groups with the theme of traditional medicine.

With this huge number of sites, the chances of a site providing information on traditional treatments and related are huge. As they realized the importance of the Internet can be a source of information for a study of science (chemistry, for example), many of the Department of Chemistry at various universities, including the University of Szeged Hungarian teaches a technique to get information from the Internet as the main material in the course of chemical information (2).

However, despite the availability of information across multiple sites, the library, as the provider of information above, is still required.

On the other hand, to accompany the community's need for traditional medicine, there are government regulations that regulate and oversee the development of traditional medicine with the aim of protecting communities from the harmful effects of traditional medical practices. Here, then recorded political will from the government. That is, for example seen from the enactment of Government Regulation Number. 103 on Traditional Health of 2014.

In order to respond to the government's policy on the development of traditional medicine, the community, especially traditional medicine service providers, inevitably have to pay attention to the political information of the government, so as not to collide with government regulations. This is where the importance of information politics in terms of traditional medicine.

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Various researches related to political policy are commonly conducted, especially research which highlights the issue of health policy on the study of manuscript books, documents and facts in the medical field such as in hospitals and Community Health Centers (Puskesmas). But discussing the information politics of traditional medicine is rare. In fact, like other areas, traditional medicine is in the public domain, it is in the midst of society. Therefore, traditional medicine is in the area of information politics. This is because information politics involves search and information policy, the role of governments, organizations involved, policy transformation, and others (3).

Tim Jordan's new book, Information Politics: Liberation and Exploitation in Digital Society, explores the many ways that the information - defined as "the difference that moves" - very intertwined in modern life, begins with the assertion that "information as a political exploitation and liberation are now the center of the twenty first century" (4). Grounded in canonical theory works such as Deleuze, Haraway, and Derrida, this book opens with theoretical reflection on the nature of information and how it has been altered by counting. General audiences can postpone the first part, written clearly in academic thinking; the general reader will do well to jump into the second and third sections, which are empirically based, but provide important insights into the information politics that emerge.

He also related hacktivisme with "the idea for the leak as political action, again in a tradition that developed in the early online politics to see the Internet as a key arena of free flow of information", exemplified by WikiLeaks and Snowden. As Jordan notes, "The information politics here are activist politics in its own right. . . Information politics provides a tactic that might be practiced by almost any struggle. . . . Understanding the nature of information as a political antagonism is then essential to understanding the role of information in any political struggle in the twenty-first century." (4).

Another thing of this research area is the area of traditional treatment studies. In general, there are two streams that serve as the object of research on treatment, namely medical treatment, that is done in hospitals, Puskesmas, and clinics or clinics using modern medicine; The second is the traditional flow, which is in traditional treatment centers with different services such as acupuncture, herbs, fracture repair, and others.

Health services that many Indonesians are interested in today are alternative medicine or traditional medicine. Traditional medicine is a treatment that uses a tool or material that is not included in the standard of medical treatment and is used as an alternative or complementary medical treatment. Data show that patients who use traditional medicine more than those who come to the doctor. In Australia 48.5% of the population use traditional therapy, in France of 49% and Taiwan of 90% of patients receiving conventional therapy combined with traditional Chinese medicine. In terms of the types of diseases it is known that the use of traditional therapies in cancer ranges from 9% to 45% and the use of traditional therapy in patients with neuropathy varies from 9% to 56%. Research in China shows that 64% of patients with advanced cancer use traditional therapy (5).

Currently traditional medicine is in great demand by the public. Traditional medicine (Battra) is an integral part of the culture of society, because the concept of illness and treatment is not independent, but integrated with other cultures. The way traditional medicine is still used among the support community due to its function that is able to meet the requirements related to health. According to the World Health Organization (WHO), countries in Africa, Asia and Latin America still use traditional medicine as a complement to the primary treatment they receive. Even in Africa, as many as 80% of the population uses herbal remedies for primary treatment (WHO, 2003). The driving force behind increased use of traditional medicines in developed countries is longer life expectancy at a time when chronic disease prevalence increases, the failure of modern medicine for certain diseases such as cancer, and the widespread access to information on traditional medicines around the world.

The WHO recommends the use of traditional medicines including herbal remedies in public health maintenance, disease prevention and treatment, especially for chronic, degenerative diseases and cancer. This shows WHO support for "back to nature" which is in more favorable terms. To improve the effectiveness of treatment and to reduce the effect of the season and place of origin of the plant on the effects, as well as to facilitate the standardization of the ingredients, so the active ingredient is extracted and purified until the pure substance is obtained. In Indonesia from year to year there is an increase in the production of traditional medicine.

The World Health Organization (WHO) is showing concern about the development of traditional medicine. In fact, this world organization has issued general guidebooks of traditional medicine research. In this manual, research methodology and research evaluation on traditional medicine are presented. While the type of traditional medicine developed and used as a study, grouped into two types, namely herbal based treatment and therapy based on traditional procedures, which belong into traditional herbal medicine, namely the use of original plant materials such as flowers, fruits, roots, or parts of other plants used for treatment. Herbal preparation, plant processing is based on finished plant products, or some crop processing products resulting from extraction, fractional dissolution, purification, concentration or physical processing. The second type of traditional medicine is therapy. Therapies based on traditional procedures are therapies used with varied techniques, especially those without medication. For example acupuncture and chiropractic techniques, osteopathy, manual therapies, qigong, tai ji, yoga, naturopathy, thermal medicine and other physical therapies.

Currently the term traditional medicine is better known as alternative medicine. This is because people use such treatment as a replacement of modern medical systems. Traditional medicine is intended as a form of treatment service that uses methods, tools, or materials not covered by modern medical standards (standard medical services) and it's used as an alternative or complementary treatment of modern medicine (6).

This review is about information politics in the search process as well as the accessibility of traditional medical information that researchers do, whether through field research funded by official sources or personal research. At this stage, research is conducted primarily to explore the central themes related with the research focused already mentioned above, namely the study of how the government mapped policies on traditional medicine and how the community both as a customer (consumer) and producer perceives government regulation and how they practicing traditional medicine by identifying, recognizing, recording, documenting, storing, transferring and disseminating information about traditional medicine.

Research on traditional medicine has been done a lot. This can be seen from the many studies of herbs or medicinal plants, about acupuncture practices, spiritual healing practices, and so forth. What is new from this research is how the domain of political science such as public policy goes into the realm of information which is how the government packs the information for the community about their policy, then how does the community knowledge about traditional medicine in a relatively new approach, such as the information politics described above.

However, an information literacy review framework can be used here as a basis for the study of information politics in research on traditional medicine. In practice, the research process that will be carried out will continue to synergize, both from the existing approaches and the desired outcomes, adapted to theoretical views and the empirical approach.

2. Methodology/Materials

This study uses a qualitative approach, because it focuses its study on subjective meanings, understanding, metaphors, symbols, and descriptions of a specific case to be examined. This approach was chosen for this study to obtain a detailed and in-depth picture of information about a particular phenomenological social symptom. Based on the objectives, this study belongs to the descriptive research category, i.e. research that attempts to describe specific details of situations, settings or social relationships that take place within the scope of research subjects (7) (8).

The selection of case studies was used as a research approach because this research departs from the contemporary phenomenon that in the field which community that is in the midst of various information about traditional medicine, which has also been addressed by the government with the regulations. Furthermore, this study was conducted to answer the research question, how the political activities of information about traditional medicine. This is in line with the explanation of Yin (9) that the case study approach is suitable for research in terms of research questions of how and why also the research see the contemporary phenomena.

Through case study methods, the exposure to be presented in the research results is nothing but the facts found during the research conducted and the presentation of the results of the research will be conducted descriptively based on qualitative and quantitative data available.

Techniques used in the process of data collection are done by observation, interview, and documentation study. The whole technique as described below: 1) observation. In this technique the authors plunge directly to the location of research by conducting exploration and observation of the object of research, namely rural communities in West Bandung District, 2) in-depth interview. With this technique sought information from the interviewed either the government, the perpetrators of traditional medicine, customers, and society in general. Who are deemed to know the things required in the study and are considered representative for the purposes and interest of the study, and 3) documentation Study. In this technique, researchers try to collect materials in form of writings related to research problems which are then correlated with the results of interviews conducted. This documentation study is also conducted by describing the traditional treatment mechanisms practiced by treatment providers and other documentary evidence.

3. Results and Findings

In this section we will describe the results of research on the political information process of rural community about traditional medicine in West Bandung District. The results obtained from field of observations conducted in West Bandung and interviews with some informants (key informants) who became customers or who pursue the traditional treatment based on the questions posed in accordance with the focus and purpose of the study.

The information politics of traditional medicine in West Bandung District has been quite successful entry into public awareness. The people of West Bandung District mostly welcome the policies that regulate traditional medicine, so that all parties become cautious. Traditional medicine practitioners are very obedient to follow what the government regulation. Although it is acknowledged by the government itself, the implementation guidelines and technical guidelines are still discussed between the provincial government of West Java and District/City Governments, including West Bandung District (Interview with dr.NL, DKK West Bandung Employees, 9/6/2017).

In terms of information changes in the community, West Bandung District has witnessed various regulatory advances on treatment, which can lead to changes in social, cultural, and even health technologies. However, many people still use traditional medicine.

In terms of information distribution, all respondents know about traditional medicine. Mostly, they know the traditional medicine from relatives and friends, but there is also who know from the mass media. Respondents also know about the types of traditional medicine where the most popular are alternative treatments (acupuncture, massage, herbs) and energy therapy, and the most respondent's opinion on the notion of traditional medicine is the treatment of medicines derived from plants, animals and mineral materials (Interview with AA, perpetrator of religious medicine, 10/6/2017).

Utilization of traditional treatment conducted by the community is for treatment and for therapy. Type of treatment that is often done by the community is herbal treatment techniques by drinking herbal medicine according to the type of illness he suffered. The types of illnesses ranging from mild illness to severe disease, such as flu, rheumatism, diabetes, cancer, kidney failure, down syndrome, malnutrition, obesity, cholesterol, nerve strictures, slow speech, prostrate failure, intestinal clogged, and slow brain growth. Furthermore, massage, acupressure and acupuncture is a type of treatment that is often done by respondents to cure the illness that is suffered (Interview with AK, perpetrator of full-blooded massage, 10/6/2017).

Health care system is an important part in improving health status. With this health system development goals can be achieved effectively, efficiently, and on target. The success of the health care system depends on the various components of the existing funds, supporting facilities and human resources available, in this case nurses, doctors, radiologists, physiotherapists, nutritionists, and other health teams. The entire field of health services is undergoing change and none of the changes are running faster than in the field of care. Treatment is an essential service provided by nurses to individuals, families and communities who have health problems. The services provided are the effort to achieve the health degree as much as possible in accordance with its potential in carrying out activities in the field of promotional, preventive, curative, and rehabilitative by using the nursing process. Kepmenkes RI No. 128/Menkes/SK/II/2004 Puskesmas of UPTD district health responsible for organizing medical supplies in a working area (Interview with dr. NL, DKK West Bandung employee, 9/6/2017).

The Community Health Center, abbreviated as Puskesmas, is a functional organization that organizes health efforts that are comprehensive, integrated, equitable, acceptable and affordable by the community, with the active participation of the community and use the results of the development of appropriate science and technology, with cost that can shared by government and society. The health efforts are organized with emphasis on services to the wider community in order to achieve optimal health status, without neglecting the quality of service to individuals. Puskesmas is a technical health unit implementing under the supervision of District Health Office. It can be said that they must provide preventive, promotional, curative and rehabilitative services either through Individual Health Efforts (IHE) or Community Health Efforts (CHE). Puskesmas can provide inpatient services in addition to outpatient services. This is agreed by the Puskesmas and the health department concerned. In accordance with the policy of the Minister of Health Indonesian Republic the main program of Puskesmas is a health service program that must be implemented because it has a great leverage on improving the highest level of public health (Interview with SN, Puskesmas employee, 9/6/2017). Development Program of Puskesmas health services are some health development efforts established by Puskesmas and District Health Offices in accordance with the problems, needs and capabilities of Puskesmas. In the organizational structure of Puskesmas this development program is usually called Local Specific Program. One of them is Traditional Medicine; it is a program of coaching on traditional medical services, traditional healers and the way of traditional medicine. Therefore, the traditional treatment is a hereditary treatment, either using herbs (herbs), tools (needles, circumcision) or skills (massage) (Interview with YY, Hospital Officer, 9/6/2017).

Each program implemented at the Puskesmas is equipped with a trained program implementer and in accordance with its expertise,

health equipment (service equipment and health consumables), complemented by program implementation guidelines and program targets (population and aims) including recording system (registers recording of services) and its reporting and operational standard of health service program procedures, and some other equipments such as two-and four-wheeled vehicles. The completeness of this Puskesmas program always gets supervision, evaluation and guidance from District Health Office (Interview with SN, Puskesmas employee, 9/6/2017).

Among the political information steps of government in West Bandung District to the community is through: 1) through conventional media channels, such as newspapers or radio, 2) through formal communication, both to formal leaders, ie to government employees down to the bottom; 3) through traditional communication, the government approaches community leaders as well as informal leaders, such as leaders of community organizations, 4) through the website http://www.bandungbaratkab.go.id/ where in it there is an open portal for the community to communicate directly with the government, 5) through personal communication channels such as mobile phones, text message, etc., and 6) through social media channels like Facebook, WhatsApp, etc. (Interview with Dr. NL, DKK West Bandung Employee, 9/6/2017).

Program Development of Puskesmas health services are some health development efforts established by Puskesmas and District Health Offices in accordance with the problems, needs and capabilities of Puskesmas. In the organizational structure of Puskesmas this development program is usually called Local Specific Program. Among government programs for traditional medicine are coaching programs for traditional medical services, traditional healers and traditional methods of treatment. Therefore, the traditional treatment is a treatment carried out by hereditary, whether using herbs (herbs), tools (needles, circumcision) and skills (massage) (Interview with dr.NL, DKK Employee West Bandung, 9 / 6/2017).

Each program implemented at the Puskesmas is equipped with a trained program implementer and in accordance with its expertise, health equipment (service equipment and health consumables), complemented by program implementation guidelines and program targets (population and aims) including recording system (registers recording of services) and its reporting and operational standard of health service program procedures, and some other equipments such as two-and four-wheeled vehicles. The completeness of this Puskesmas program always gets supervision, evaluation and guidance from District Health Office (Interview with SN, Community Medical Center employee, 9/6/2017).

In an advanced society, science is learned through education, both formal and non-formal. In traditional societies science is acquired more by inheriting it from generation to generation. Thus as citizens who experience the process of socialization and interaction in the arena of daily interaction, of course the environment of open society, there is a possibility to exchange knowledge and experience as a legacy of the generation of its predecessor.

This study focuses more on the effort to describe the use of traditional treatment systems, and the factors that influence and the effectiveness of traditional treatment systems provided at community medical center.

Alden et al. (10) modeled the behavior of "treatment options", where cross-cultural adaptations contained in the health belief model were used to describe treatment decisions. Young Formulation includes four main elements, namely: (1) "gravity", it's the severity felt by the individual reference group (the assumption that it exists before falling ill, it's the similarity of opinion in the group about the severity of the various types of diseases). (2) Knowledge of popular remedies (home remedy), which originate in the cloud referral system (it's if treatment is unknown, or after testing is ineffective, the individual switches to a professional referral system). (3) "Faith" or level of confidence in the success of various treatment options (especially from traditional healing). (4) "Accessibility", including costs and availability of health-care facilities; as well as the "perceived obstacle" to the model of health trust and the "ability factor."

The factors behind the respondents using traditional treatment services provided by traditional medical centers are due to their treatment using herbal ingredients, already believe that the treatment has been done for generations, other than that the cost is cheaper than other traditional treatments, or cheaper than treatment performed in general medicine, community medical center or hospital in general (Interview with KS, family of patients, 9/6/2017).

The effectiveness of traditional medicine (Battra) perceived by the respondents is: the disease suffered by the patient healed (Interview with ST, patient of fractures, 9/6/2017). Likewise, the patient is compatible with the treatment techniques performed in traditional medicine and is also suitable to consume the given drug, suppose it fits with herbals or matches its herbal capsule (Interview with LH, herbal customer, 9/6/2017). The perceived effectiveness of these respondents is evidenced by the average respondents using their traditional medicine has been almost more than a year. It is recognized respondents, because respondents suitable to use traditional medicine, and also the disease healed.

4. Conclusion

From the analysis results can be drawn conclusions about information politics of traditional medicine (Battra) in West Bandung District community, which is: 1) political information of West Bandung District government for traditional medicine has been quite successful. The people of West Bandung District mostly welcome the policies that regulate traditional medicine, 2) in West Bandung District has progressed medical treatment, be it hospital or medical center. However, many people still use traditional medicine, 3) the types of traditional medicine in West Bandung are alternative medicine (acupuncture, massage, herbal), energy therapy, and herbs derived from plants, animals, and mineral materials, 4) the types of diseases examined for traditional medicine vary, ranging from mild disease to severe disease, 5) the factors behind the respondents using traditional treatment services provided by traditional medical centers are due to their treatment using herbal ingredients, already believed because the treatment has been done for generations, other than that the cost is cheaper than other traditional treatments or from general treatment, community medical center or hospital in general, and 6) effectiveness of traditional medicine (Battra) perceived by respondents: the disease suffered by the respondent recovered, and respondents matched with the treatment techniques and suitable to consume the drug. Respondents perceive that the disease is healed. With that they become the customers of traditional medicine.

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