

SYMBOLIC INTERACTION IN USING TELEMEDICINE APPLICATIONS DURING A PANDEMIC (A CASE STUDY OF FIKOM UNTAR STUDENTS IN USING THE HALODOC APPLICATION)

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ABSTRACT

Currently, almost the whole world is facing a pandemic. Therefore, since the Covid-19 pandemic has become a world health crisis, telemedicine application services is an option in the current pandemic situation. Halodoc telemedicine application is a health service in Indonesia that was created to make it easier to access health by utilizing online application technology. The Halodoc telemedicine application is a health application that provides information and helps deal with users' health problems during the pandemic. Symbolic interaction plays an essential role by female students in using the Halodoc telemedicine application during the pandemic. This study uses a qualitative exploratory approach methodology with a case study method. Informants in this study were students of FIKOM UNTAR who used the Halodoc telemedicine application. Researchers choose informants because they are in accordance with the fulfillment of research data. Data collection was carried out using 2 types, namely, primary data including observation, in-depth interviews, and documentation. And secondary data in the form of archival records and literature study. The author's results will go through data reduction, data presentation, conclusion drawing, and data validity. This study concludes that female students use the Halodoc telemedicine application to meet health needs during the pandemic. The Halodoc telemedicine application is used as an online health information tool remotely. In this case, there is a symbolic interaction that contains symbols such as the prevailing culture, the symbolic in the application features, and the expectations of the Halodoc telemedicine application users.

Keywords: Pandemic, Halodoc Telemedicine Application Users, Symbolic Interactions, Qualitative

1. PREFACE

Currently, almost the whole world is facing Covid-19. Covid-19 is an infectious disease infection caused by acute respiratory syndrome, namely the new type of corona virus (SARS-CoV-2) [1]. Therefore, the Covid-19 pandemic has become a world health crisis, creating a lot of business competition in manufacturing the health service industry. Seeing that the health system in Indonesia is still inadequate and optimal in dealing with Covid-19, the government is seeking a health system to deal with Covid-19, including by strengthening hospital services, and utilizing telemedicine applications.

Telemedicine applications in Indonesia are one of the people's choices to consult with doctors about health problems. Telemedicine is a health application in the form of treatment developed through communication technology using the internet to distribute information about medical health, diagnosis, consultation and treatment by remote communication.

Based on the above understanding, with remote or online treatment, the communication can be delivered through audio, visual, and graphic communication which involves two-way interaction between doctor and patient and related parties which can then be called symbolic interaction.

The use of the current application is also strongly supported by the government in health service problems by using the telemedicine application approach, this is evidenced by the Law that regulates Law No. 20 of 2019 concerning the implementation of telemedicine services between health care facilities. According to the [2] telemedicine is a health service provided by medical professionals using information and communication technology. This includes exchanging information on diagnosis, treatment, disease, injury prevention, research, assessment and providing medical services to improve individuals and communities about health.

There are many supported telemedicine applications, one of which is an application that is currently popular or in great demand by the public, namely Halodoc. Quoted from halodoc.com, the telemedicine application Halodoc was founded in 2016 by PT Mensa Medika Investama in Jakarta by Jonathan Sudharta. The Halodoc application is a health service in Indonesia that was created to make it easier to access health by utilizing an online application. The Halodoc telemedicine application provides services for consulting doctors and health stores, making appointments with hospitals, and checking trusted Lab results. At the time of the current Covid-19 pandemic, the Halodoc telemedicine application created a new service specifically for Covid-19 care which contained tests, vaccinations, and information about Covid-19.

Based on the above background, the problem that I want to examine in this research is how is the symbolic interaction of female student/a in the use of the Halodoc telemedicine application during the pandemic?

This study aimed to describe the symbolic interaction of female students/a in the use of the Halodoc telemedicine application during the pandemic.

Our Contribution

Academic benefits from the results of this study are expected to be useful for students of FIKOM UNTAR and further research as a reference for conducting public relations related research in public relations research using the Halodoc telemedicine service application. And practical benefits from the results of this study are expected to be a reference for Public Relations practitioners in managing or dealing with the ongoing crisis phenomenon.

Based on the research the author uses the theory of symbolic interaction, because this theory is very supportive as a basis for research. George Herbert Mead was the first to emphasize the relationship between interaction and symbols. Mead said he greatly admired the ability of individuals to interact through symbols and stated that individuals act through symbols to interpret certain meanings [3].

In a book that describes Mead's thoughts entitled (Mind) of the mind, (Self) about the self, and (Society) relates to society interacting socially to create a meaning. The concept that Mead describes emphasizes how important this relationship is to each of these basic concepts. It will be clear that these three concepts overlap to some extent, this is a consequence of the description of the theory in global terms that must be seen from a different perspective [3].

Mind

Mind is the ability to use symbols to produce the same social meaning. Mead also believes that people can develop their minds according to patterns to express the same thought ideas by interacting with other people through language or verbal and nonverbal systems.

The language used depends on what Mead says as a significant symbol (significant symbol) or symbols that can give many people a meaning. By using language and interacting with other people, it will be able to develop what Mead has said is a thought and can be able to create thoughts for society that are seen as operations outside the individual. So the mind, can be interpreted as the way a person internalizes society.

Regarding the concept of thought (thought), Mead's question is a conversation that exists within oneself. For example, if someone gets into trouble during his college thesis and gets full support from his parents during his studies, this will make someone remember the struggle and say that he will be successful in facing this challenge.

According to Mead, one of the essential activities of a person through thinking is to take a role (role taking) or the ability to symbolically put oneself in the position of others. This process is known as perspective taking because one has to give up one's own perspective and vice versa [4].

Self

Self is the ability to look back at each individual from the perspective of others who are different. The self emerges and develops through social interaction and verbal activity. Symbolic interaction theory is one sociological theory in expressing oneself (The-Self) and the outside world. Mead calls this our ability to see ourselves from the point of view of ourselves in the mirror (looking-glass self) or others.

Mead's thinking about the mirror of the self in exercising power over himself and his actions. This power represents both predilections of self-fulfillment. Predictions of self-fulfillment are referred to as expectations that influence behavior. Of the two types of predictions of self-fulfillment, known as the pygmalion effect, this relates to the expectations of others in regulating their behavior. Within the self there are I and Me, so that I becomes the subject or self that acts and the object or observer is Me. Mead observes the self as an integrating process between I and Me [4].

Society

Society is a social relationship created by humans. Individuals can interact in society through behavior that the individuals adapt. Mead's thinking about particular others refers to a more significant society of individuals. Usually like family, friends and colleagues at work as well as supervisors. Other people in general (generalized other) is an individual view of the whole social and cultural groups. Other people generally provide information about the roles, rules, and attitudes of community groups and provide feelings that can help develop social awareness.

2. RESEARCH METHODS

The research approach used by the author in examining the symbolic interaction of female students/a in the use of Halodoc telemedicine during the pandemic is qualitative research. Qualitative methods arise because of a paradigm shift in understanding a reality, symptoms, phenomena that occur. According to [5], qualitative research aims to understand phenomena through the words experienced by the subject and involves the perception of behavior, action holistically.

The research method conducted by the author uses the case study method. According to [6], the case study is a research method on the social sciences. Case studies are a good synergy for

answering questions like how and why. Researchers have little opportunity to investigate events that occurred during the research period, and research must focus on contemporary (present) phenomena in real-world situations. The case study was conducted on a student of FIKOM UNTAR.

The subjects in this study were students of FIKOM UNTAR. The object of this research is the user of the Halodoc telemedicine application. The author's data collection is observation, in-depth interviews, and documentation. Data processing and analysis techniques used exploratory qualitative. The validity of the data carried out by testing the credibility and checking the data collection obtained must be valid data and in accordance with the results of the field.

3. RESULT AND DISCUSSION

Halodoc application is an Indonesian technology company engaged in health teleconsultation. The Halodoc company was founded in 2016 in Jakarta by Jonathan Sudharta under PT Media Dokter Investama which aims to simplify healthcare or to make it easier for people to need health services. PT Media Dokter Investama is a technology company that provides teleconsultation services with MHealth Teach products, namely Online Healthcare Technology that can be used via the user's smartphone. In the midst of the Covid-19 pandemic, many people feel very worried about their health because of the dangers of the virus that is currently spreading. So many people feel safer if they stay at home to maintain their health together and avoid crowds and viral diseases that easily spread. So, with the existence of a teleconsultation application service that can be accessed from home from consulting with doctors, and buying drugs.

In using the Halodoc telemedicine application, consulting a doctor is one of the choices made by its users. So that based on the results of the analysis in consulting with the doctor, there will be 2-way communication online which can cause miss communication or wrong delivery in consulting with doctors. Using the Halodoc telemedicine application during the pandemic is an option to help as needed in dealing with health problems. Utilizing health applications during a pandemic can help with appropriate needs.

The Halodoc telemedicine application plays an important role, especially for patients with Covid-19 and those who are sick during the pandemic. In this case, from the information conveyed by the informant that using the Halodoc telemedicine application during the current pandemic, he is afraid to leave the house worried that he will be exposed to the virus despite maintaining health protocols. Therefore, the ability of users of the Halodoc telemedicine application can produce the same social meaning so that users of the Halodoc telemedicine application can recognize the Symbolic Interaction theory of thought.

Symbolic Interaction in the Use of the Halodoc Telemedicine Application During the Pandemic

Symbolic interaction has a perspective in emphasizing the relationship between individual behavior with society or groups, social relations and produces dynamic patterns of social action. Symbolic interaction theory is a human social life that interacts using symbols, according to Mulyana in [7].

In using the Halodoc telemedicine application, consulting a doctor is one of the choices made by its users. So based on the results of the analysis in consultation with the doctor, there will be

2-way communication online which can cause miscommunication or miscommunication in consulting with the doctor.

Mind is an ability to use symbols to produce the same social meaning. Mead also believed that humans must develop the mind through interaction with other people using verbal and nonverbal language. As has been conveyed by the informant in producing a meaning that can use the Halodoc telemedicine application.

As a symbol that can bring meaning to many people. By interacting using language with other people, what has been said by Mead as the way one internalizes society can develop. The concept of mind is also related in a conversation that is within oneself. And Mead also explains that one of the most important activities of a person through the mind is taking a symbolic role in placing himself in the position of others [4].

In this case, the significant symbol of the Halodoc telemedicine application user, the information provided by the doctor and the website in the Halodoc telemedicine application is very informative so that there is no miscommunication in online 2-way communication.

So that it can be related to the thought of using the Halodoc telemedicine application through thinking as an application that can help health problems during a pandemic. Considered one of the applications better known for being easy and reliable, Halodoc has a very high level of interest compared to other health applications.

Role taking as the ability of each individual (role taking) has an important role for informants that the Halodoc telemedicine application is very helpful in health problems during the pandemic, especially for patients affected by Covid-19 because through distance treatment so there is no direct interaction during the pandemic [3].

Self (self) is the ability to reflect on each individual from the perspective of others. At this stage, West & Turner agreed with information from informants that they learned about themselves from how to provide feedback and user needs while using the Halodoc telemedicine application (looking-glass self). Responsive doctor interactions in dealing with patients remotely and the features in the Halodoc telemedicine application are easy to use. Only the speed of drug delivery time is a drawback in Halodoc's telemedicine application, but in terms of the needs of Halodoc's telemedicine application, it really meets the needs of its users.

This self-fulfillment (pygmalion effect) can reduce the expectations of others regarding one's behavior. As a student, the Halodoc telemedicine application is an innovation that can develop an online health information so that as a student the use of technology can be used as an application of knowledge in the use of health information technology.

Inside there are (I) subjects and (Me) objects in acting and observing something. Getting information to determine advertising choices, ratings and information from people closest to you is a reason to use the Halodoc telemedicine application. And the influence of technological culture can influence a person to more easily act in using online health services to meet their needs.

Society is a social relationship created by humans. Mead's thoughts about particular others refer to a more significant community of individuals. Attempts to use the Halodoc telemedicine application for the purpose of using it to meet health needs. While other people in general (generalized other) is more about a person's perspective on the social group or culture as a whole. In general, using the Halodoc telemedicine application, you must adjust the regulations given by the government during the pandemic and develop technology to balance it by participating in using the Halodoc telemedicine application. In addition, feelings that can influence in developing social awareness of their environment to use the Halodoc telemedicine application arise from the social group itself [3].

In symbolic interaction, users of the Halodoc telemedicine application are one of the symbolic interactions that are used as a communication medium for interaction with doctors regarding health during a pandemic. Users can understand and relate to various things through objects in the Halodoc telemedicine application [8].

The Use of the Halodoc Telemedicine Application During the Pandemic

Since the Covid-19 pandemic, health has become one of the things that is focused on during the pandemic. Indonesia's health has become critical and has not been optimal in tackling the Covid-19 pandemic. To strengthen the existing health system, the use of networks or online treatment becomes the use of a remote treatment telemedicine system or platform that can be carried out by users of the Halodoc telemedicine application [9].

Telemedicine has also become a clinical treatment application with remote communication, which is used through symbols. Conceptually it is also a form of health application in the form of a relationship between doctor and patient as well as remote monitoring. Thus, Halodoc telemedicine service users can realize complaints by communicating clinical treatment online [10].

This Halodoc telemedicine application can be accessed anywhere and anytime using cellular technology and is accessed using the internet network. This Halodoc telemedicine application is an innovation from one of the media advances to convey information. Users can choose and decide for themselves the information they want to consume from various sources or features in the Halodoc telemedicine application [11].

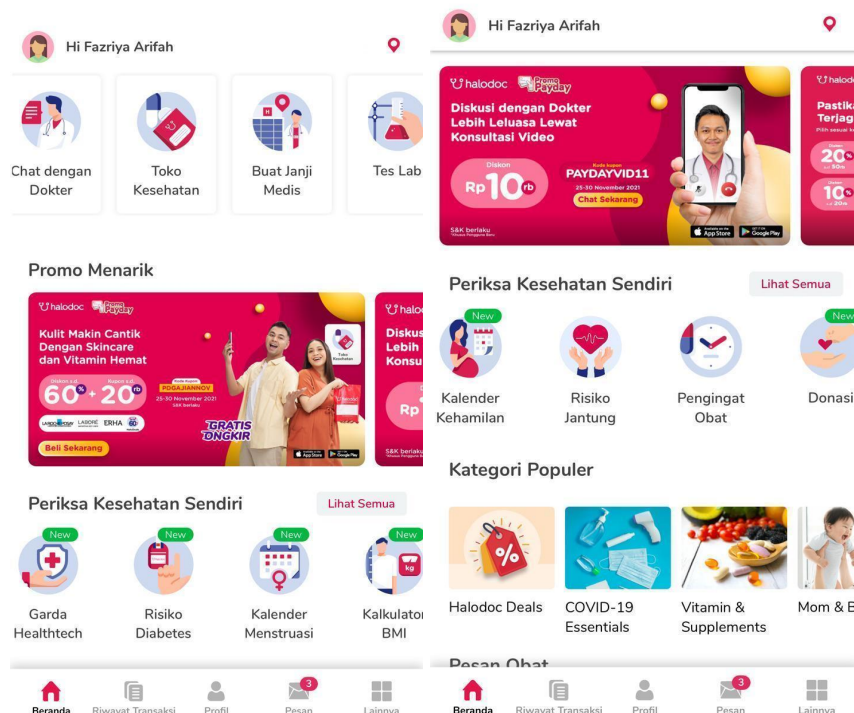


Figure 1 Halodoc Telemedicine Application Features
(Source: Researcher Documentation)

4. CONCLUSIONS AND RECOMMENDATIONS

The Halodoc telemedicine application plays an important role for its users, where users find it easier to consult and buy medicines regarding health, especially during the pandemic, thus making the informants feel very satisfied as users. The symbolic interactions that occur in the use of the Halodoc telemedicine application have a role in every feature in the Halodoc telemedicine application so that female students as users can meet the expectations needed and expected regarding health during a pandemic.

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