
DIGITAL COMMUNICATION IN DELIVERING HEALTH INFORMATION AT POSDAYA MENTENG BERKARYA, BOGOR BARAT DISTRICT, BOGOR CITY

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ABSTRACT

The advancement of digital technology has significantly altered how public health information is shared, particularly within family-oriented community organizations like Pos Pemberdayaan Keluarga (Posdaya). This research seeks to evaluate the role of digital communication in conveying health information at Posdaya Menteng Berkarya, located in the Bogor Barat District of Bogor City. It aims to identify the types of digital media employed and explore both the facilitators and barriers encountered in this process. A qualitative approach was adopted for this study, utilizing methods such as observations, detailed interviews, and documentation analysis. The participants included administrators from Posdaya and health cadres engaged in community health communication efforts. Data analysis followed the interactive model proposed by Miles and Huberman, which involved data reduction, presentation, and drawing conclusions. The results indicate that face-to-face interpersonal communication remains predominant in health communication activities at Posdaya. In contrast, digital media are mainly used for administrative tasks and reporting functions. Health cadres are crucial as communicators within the community, acting as liaisons between health services and residents. Moreover, the research uncovered a trend of collective adaptation to digital tools among these cadres. This study concludes that successful community health communication hinges on a synergy between digital engagement and personal interaction, bolstered by enhanced digital literacy within the community.

Keywords: community communication, digital communication, health information, Posdaya

KOMUNIKASI DIGITAL DALAM MENYAMPAIKAN INFORMASI KESEHATAN DI POSDAYA MENTENG BERKARYA KECAMATAN BOGOR BARAT KOTA BOGOR

ABSTRAK

Perkembangan teknologi digital telah memicu perubahan signifikan dalam cara informasi kesehatan masyarakat disebarluaskan, terutama di organisasi komunitas yang berbasis keluarga seperti Pos Pemberdayaan Keluarga (Posdaya). Tujuan dari penelitian ini adalah untuk menganalisis penggunaan komunikasi digital dalam penyampaian informasi kesehatan di Posdaya Menteng Berkarya yang terletak di Kecamatan Bogor Barat, Kota Bogor. Penelitian ini juga bertujuan untuk mengidentifikasi jenis media digital yang digunakan serta menganalisis faktor-faktor yang mendukung dan menghambat implementasinya. Pendekatan yang diterapkan dalam penelitian ini adalah kualitatif dengan pengumpulan data melalui observasi, wawancara mendalam, dan dokumentasi. Informan penelitian terdiri dari pengurus Posdaya dan kader kesehatan yang aktif dalam kegiatan komunikasi kesehatan masyarakat. Analisis data dilakukan menggunakan model interaktif Miles dan Huberman, melalui tiga tahapan: reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa komunikasi kesehatan di Posdaya masih didominasi oleh interaksi tatap muka antar individu, sementara media digital lebih banyak digunakan untuk keperluan administrasi dan pelaporan kesehatan. Kader kesehatan berperan penting sebagai komunikator bagi masyarakat sekaligus menjadi penghubung antara layanan kesehatan dan komunitas. Selain itu, penelitian ini

menemukan adanya praktik adaptasi kolektif di antara kader dalam pemanfaatan teknologi komunikasi untuk kesehatan. Kesimpulan dari penelitian ini menekankan bahwa efektivitas komunikasi kesehatan masyarakat membutuhkan integrasi antara komunikasi digital dan langsung, dengan dukungan peningkatan literasi digital di kalangan masyarakat.

Kata kunci: informasi kesehatan, komunikasi digital, komunikasi komunitas, Posdaya

INTRODUCTION

The advancement of information and communication technology has greatly altered how health information is shared in modern society. The swift evolution of internet technologies, social media, and digital communication platforms has transformed the methods by which individuals obtain, share, and understand health-related content. This digital shift has prompted communities to adopt digital media as a rapid, accessible, and versatile source for health information. The growing prevalence of social media, messaging apps, websites, and other online platforms has broadened the significance of digital communication within public health education. Digital media are viewed as effective tools for enhancing public awareness and influencing health behaviors due to their capacity for widespread and interactive information dissemination (Djurkalem et al., 2021). In today's digital landscape, communication technologies now serve not only as means for delivering information but also as venues for interaction, engagement, and social involvement among interconnected communities (Couldry & Hepp, 2017).

The rising trend of utilizing the internet to seek out health information has become increasingly evident in society. Research by Hernowo and Parmini (2023) indicated that around 73% of internet users in Indonesia actively search for health-related information online. This trend suggests that digital communication plays a crucial role in public health education processes, particularly in informing decision-making regarding daily health practices (Hernowo and Parmini, 2023). Moreover, the growth of social media has motivated healthcare institutions, community organizations, and social groups to leverage digital platforms as efficient tools for promoting health (Putri & Hairunnisa, 2023). Consequently, the transformation in digital communication has facilitated the development of more participatory and network-oriented

communication practices within society (Castells, 2015).

In the realm of community empowerment, Pos Pemberdayaan Keluarga (Posdaya) holds a significant position as a family-oriented community organization dedicated to health initiatives, educational efforts, economic development, and social empowerment. Posdaya serves not just as a provider of social services but also as a forum where community members can share information, engage in participation activities, and enhance social interactions. Posdaya Menteng Berkarya in Bogor Barat District aims to utilize digital communication to convey health information effectively to its community members. The integration of digital media into Posdaya's initiatives is increasingly pertinent because it allows for quicker distribution of health education materials, updates on healthcare services, and promotion of healthy lifestyle awareness.

However, the integration of digital communication within local community organizations continues to encounter several obstacles. The success of digital communication is determined not just by the availability of technology but also by factors such as digital literacy, access to technology, and the capability of community members to comprehend and effectively use health information. Variations in communication habits, adaptability to technology, and availability of digital infrastructure further influence the efficacy of health communication practices in community environments. These factors illustrate that transforming digital communication at the local level requires not only technological advancements but also social and cultural adjustments (Van Dijck et al., 2018).

Previous research has explored health communication through digital means from diverse angles. Studies focusing on digital platforms have shown their effectiveness in spreading medical information, especially

through visual content and social media channels (Djurkalem et al., 2021). The rise of digital media has facilitated a shift in health communication methods by incorporating social media, websites, and various digital communication platforms within public health services (Rudi et al., 2024). Additional studies have emphasized the significance of enhancing digital literacy among communities and healthcare professionals to better understand and utilize digital health information (Destrity et al., 2025). Furthermore, digital media are regarded as effective tools for promoting health and increasing public engagement in healthy lifestyle initiatives (Permatasari et al., 2023.). These findings underscore the growing importance of digital communication in facilitating community-oriented health communication efforts and participatory community empowerment (Servaes, 2020).

Nonetheless, discussions surrounding digital communication for disseminating health information predominantly focus on large-scale social media platforms and institutional communications. There is still a relative scarcity of research specifically investigating how local community empowerment organizations like Pos Pemberdayaan Keluarga (Posdaya) employ digital communication practices. Most existing studies tend to concentrate on the overall effectiveness of digital media rather than exploring its application within grassroots community activities. As a result, there exists a gap in research regarding how Posdaya utilizes digital communication to convey health information to communities and how these practices affect communication effectiveness within local contexts.

In light of these considerations, this study introduces an innovative perspective by framing Posdaya not solely as a provider of community health services but also as an active participant in participatory digital health communications. This research will examine how various forms of digital media are used for disseminating health information, analyze the types of digital communications employed, investigate the processes involved in delivering this information, and identify challenges faced during the implementation of these communications at Posdaya Menteng Berkarya

located in Bogor Barat District, Bogor City. This study is important because effective health communication contributes to improving public knowledge, fosters participatory awareness, and bolsters processes aimed at empowering communities.

The objective of this study is to analyze how Posdaya Menteng Berkarya utilizes digital communications for distributing health information while identifying the types of digital media employed and examining both supporting and hindering factors that influence this dissemination process within the community. It is anticipated that this study will contribute academically to advancing research on community-based digital health communications while providing practical insights for community organizations seeking to optimize their use of digital media for educational purposes related to health.

METHOD

This research utilized a qualitative methodology to explore the nuances of digital communication practices in disseminating health information at Posdaya Menteng Berkarya, situated in the Bogor Barat District of Bogor City. A qualitative framework was chosen due to its emphasis on comprehending social phenomena through natural interactions, experiences, and the communicative efforts of both Posdaya administrators and community members engaged with health information. Such an approach allows researchers to gather descriptive and detailed data reflective of the actual conditions and social dynamics within the community.

The study took place at Pos Pemberdayaan Keluarga (Posdaya) Menteng Berkarya in Indonesia's Bogor Barat District. The data sources comprised both primary and secondary information. Primary data were collected through comprehensive interviews with participants selected based on their engagement in digital communication initiatives at Posdaya. These participants included Posdaya administrators as well as community health cadres who played active roles in health communication activities. Secondary data sources encompassed documents related to

Posdaya activities, communication logs, photographs, and pertinent scientific literature addressing digital health communication and community empowerment.

Data collection methods involved observation, detailed interviews, and documentation techniques. Observations aimed to assess how digital communication was utilized for conveying health information to community members at Posdaya Menteng Berkarya, focusing on interaction patterns, digital media usage, and communicative practices during health-related events. In-depth interviews were structured using specific guidelines that ensured a focused yet flexible approach, allowing informants to thoroughly articulate their experiences and viewpoints. Documentation methods included gathering messages from digital communications, photographs from activities, administrative records, and other relevant materials associated with health communication efforts. This combination of observational techniques, interviews, and documentation proved effective for acquiring valid and thorough data within qualitative research.

Data analysis followed the interactive model proposed by Miles and Huberman, which encompasses stages of data reduction, data display, and conclusion formulation. Data reduction involved selecting pertinent information aligned with research objectives. Data presentation was conducted through narrative descriptions that provided a systematic understanding of digital communication trends within the community. Conclusions were drawn based on interpretations derived from the collected data throughout the research process. The interactive analysis model was employed because it facilitates a systematic and comprehensive interpretation of qualitative data (Qomaruddin & Sa'diyah, 2024).

RESULTS AND DISCUSSION

Community Health Service Activities at Posdaya Menteng Berkarya

Posdaya Menteng Berkarya is situated in the Posyandu Anyelir 1 region, RW 11, within Menteng Village of the Bogor Barat District in Bogor City. This community-driven

organization focuses on family empowerment and is pivotal in coordinating health service initiatives and community development programs locally. It serves as a hub for community engagement, facilitating the exchange of health information, social interactions, and collaborative activities among its administrators, health volunteers, and local residents.



Figure 1. Posyandu Anyelir 1, Menteng Village, Bogor Barat District, Bogor City
Source: Primary Data (2026)

Based on discussions with Mrs. Sri Hartati, the Head of Posdaya, the community health services at Posdaya Menteng Berkarya encompass five neighborhood units (RT) and target a wide spectrum of individuals, including infants, toddlers, pregnant women, adolescents, and the elderly. The variety of these health service targets necessitates effective communication strategies to ensure that health information is appropriately conveyed to different segments of the community.

The results reveal that Posdaya Menteng Berkarya functions not only as a center for community health services but also as a local communication hub that promotes interaction between health cadres and residents. Communication efforts are carried out through both face-to-face interactions and digital platforms, particularly in organizing health initiatives and sharing health-related information within the community.

Table 1. Community Health Service Targets at Posdaya Menteng Berkarya

| No | Health Service Target | Number of Participants |
|----|-----------------------|------------------------|
| 1 | Infants | 15 |
| 2 | Toddlers | 94 |
| 3 | Pregnant Women | 11 |
| 4 | Adolescents | 200 |
| 5 | Elderly People | 141 |

Source: Primary Data (2026)

The information shown in Table 1 illustrates that Posdaya Menteng Berkarya oversees a variety of community health service groups, each with distinct communication requirements and levels of engagement. This variation presents challenges in effectively conveying health information, particularly to older adults and community members with differing degrees of digital literacy. As a result, communication strategies implemented by Posdaya must incorporate not only face-to-face interactions but also adaptable methods that leverage digital media.

These results reinforce the notion that effective community-based health communication necessitates interactive participation and adaptable communication techniques tailored to the unique traits of local populations. In this regard, Posdaya serves as a grassroots communicator that links health services, encourages community involvement, and fosters local empowerment initiatives through both personal and digital communication methods.

Digital Communication Practices in Health Information Dissemination

The results of this research reveal that health communication efforts at Posdaya Menteng Berkarya primarily rely on face-to-face interactions rather than comprehensive digital communication methods. Direct engagement is favored by health cadres and community members for sharing health information, as it is perceived to be more effective in fostering understanding and interaction within the community.

Digital media usage in Posdaya initiatives mainly pertains to administrative reporting directed at governmental bodies and public

health organizations. These technologies are primarily employed for data submission, documentation, and coordination of health service administration, rather than for widespread public communication efforts. This observation highlights that the integration of digital communication within community-focused health organizations is still evolving, with digital tools serving more as auxiliary administrative resources instead of being the main vehicle for public health discourse.

The findings suggest that while there is a shift towards digital communication in local community organizations, it does not entirely supplant interpersonal communication practices. Rather, digital channels serve to enhance traditional methods of communication in community health initiatives. This situation underscores the necessity of balancing digital interactions with direct personal engagement to sustain effective health communication strategies within communities.



Figure 2. Researcher and Informants at Posdaya Menteng Berkarya, Bogor Barat District, Bogor City
Source: Primary Data (2026)

The Head of Posdaya, Mrs. Sri Hartati, provided the following insights:

“This Posyandu currently lacks social media presence, which means that most communications occur through direct interactions. For our quarterly activity reports, we utilize links and applications.”

(Interview with Mrs. Sri Hartati, May 6, 2026)

This remark suggests that the digitalization efforts within Posdaya are not fully leveraged for public outreach but rather concentrate on administrative functions and health reporting mechanisms. However, there has been a gradual incorporation of digital technology in the reporting of health data via application-based

systems and online links. Additionally, health cadres collaborate to assist each other when challenges arise in utilizing digital tools.

Mrs. Sri Hartati elaborated:

“With technology, we support one another. If someone is unsure about its use, others step in to help.”

(Interview with Mrs. Sri Hartati, May 6, 2026)

These observations reveal an ongoing collective adaptation to digital practices within the Posdaya community. The spirit of mutual assistance—often encapsulated by the local principle of *gotong royong*—plays a crucial role in facilitating the effective integration of digital technologies at the community level. This indicates that the digital transformation among local organizations is significantly shaped by social interactions, collaborative engagement, and supportive relationships among community members.



Figure 3. Research Interviews with Informants at Posdaya Menteng Berkarya, Bogor Barat District, Bogor City

Source: Primary Data (2026)

The Role of Health Cadres in Health Information Communication

The research revealed that health cadres are pivotal as health communicators in the community. They act as the primary agents responsible for disseminating health information and serve as a link between local residents and community health centers (*puskesmas*).

Mrs. Sri Hartati noted:

“Thank God, we are supported by the existing health cadres. They are indeed strong cadres and become the frontline actors in this area.”

(Interview with Mrs. Sri Hartati, May 6, 2026)

The responsibilities of health cadres extend beyond mere information dissemination; they also involve actively monitoring community health status, particularly in initiatives aimed at preventing stunting. Additionally, they educate parents on the significance of tracking their children's growth and development. A member of Posdaya, Mrs. Juju, emphasized that direct communication from health cadres is more effective because it allows community members to grasp information more easily through personal interaction.

Mrs. Juju remarked:

“When information is explained directly, mothers usually understand it better compared to only receiving written messages.”

(Interview with Mrs. Juju, May 6, 2026)

These insights highlight that face-to-face communication remains the most effective method within local communities. This effectiveness is shaped by the emotional connections and social bonds created between health cadres and community members. Direct engagement not only enhances clarity in conveying health information but also fosters trust and participation in community health initiatives.

Digital Communication as a Support for Community Health Services

The results of this research suggest that digital communication at Posdaya Menteng Berkarya is currently in the phase of adaptation. Technology is not yet fully leveraged as a tool for spreading health information within the community; instead, it is mainly used for administrative tasks and reporting health data. These results are pertinent to perspectives on digital communication, indicating that the effectiveness of technology use depends not only on the availability of media platforms but also on the preparedness of human resources to adopt and utilize technology efficiently.

Everett Rogers' Diffusion of Innovations theory posits that technology adoption progresses through several stages: knowledge, persuasion, decision, implementation, and confirmation. In relation to Posdaya Menteng Berkarya, health cadres have progressed to the implementation stage by employing digital applications and

online systems for health reporting tasks. This scenario illustrates that digital transformation within community-based organizations unfolds gradually in accordance with the technological adaptation process of the community.

Additionally, the study revealed that interpersonal communication remains the predominant and most trusted method of communication within the local populace. This observation aligns with participatory communication theory, which highlights the significance of direct interaction in fostering public understanding, engagement, and behavioral change within society. The social rapport between health cadres and community members is a crucial factor enhancing the effectiveness of health information dissemination.

Digital communication has started to be integrated into activities at Posdaya Menteng Berkarya; however, interpersonal communication continues to be favored for delivering health information due to its perceived effectiveness, clarity, and cultural relevance for local residents. Health cadres serve a pivotal role as communicators who facilitate dialogue between healthcare institutions and the community.

Moreover, the success of stunting prevention initiatives indicates that an effective combination of direct communication, support from health cadres within the community, and technological resources can enhance the quality of community health services. Consequently, this study addresses a research gap concerning how digital communication is employed in local community-based health organizations while emphasizing that interpersonal communication remains critically significant alongside these digital practices in bolstering community health services.

CONCLUSION

This research indicates that health information is primarily conveyed at Posdaya Menteng Berkarya through face-to-face interpersonal communication. This method is deemed more effective, easier to comprehend, and fosters emotional connections between health cadres and community members. Interpersonal

communication remains the dominant approach within the local populace as it facilitates clearer understanding and enhances community engagement in health initiatives.

The results further reveal that health cadres are pivotal in community health communication, especially concerning health education and stunting prevention efforts. The success of disseminating health information is significantly bolstered by the proactive participation of health cadres in directly aiding and educating residents. Additionally, this study uncovered instances of collaborative digital adaptation among health cadres, who assist each other in learning and employing health communication technologies. This trend underscores the significance of mutual cooperation (gotong royong) in advancing digital transformation at the community level.

Moreover, this study concludes that achieving digital transformation in community health services necessitates an integrated approach that combines both digital and direct interpersonal communication to enhance the effectiveness of health information dissemination. Consequently, it is essential to improve digital literacy among health cadres and to create more user-friendly digital communication tools for communities to optimize practices related to community-based digital health communication.

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