

MEMAHAMI KOMUNIKASI KESEHATAN

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Review last session

- 1. Definisi komunikasi:** Exchange of information; Message; Act of communicating; Rapport; Access.
- 2. Ruang lingkup komunikasi:** intrapersonal – mass communication.
- 3. Definisi komunikasi kesehatan.**





Session objectives

- 1. Mendalami definisi komunikasi kesehatan.**
- 2. Memahami elemen kunci komunikasi kesehatan.**
- 3. Menelusuri peran komunikasi kesehatan dalam pemasaran kesehatan masyarakat.**



Definisi Komunikasi Kesehatan

Health communication is a multifaceted and multidisciplinary approach to reach different audiences and share health-related information with the goal of influencing, engaging, and supporting individuals, communities, health professionals, special groups, policymakers and the public to champion, introduce, adopt, or sustain a behavior, practice, or policy that will ultimately improve health outcomes.





1. Untuk memberitahukan dan mempengaruhi keputusan individu maupun komunitas.
2. Untuk memotivasi.
3. Untuk merubah perilaku.
4. Untuk meningkatkan pengetahuan dan pemahaman akan isu-isu kesehatan.
5. Untuk memberdayakan manusia.

Keywords





Key Characteristics

- 1. Audience-centered;***
- 2. Research-based;***
- 3. Multidisciplinary;***
- 4. Strategic;***
- 5. Process oriented;***
- 6. Cost-effective;***
- 7. Creative in support strategy;***
- 8. Audience & media specific;***
- 9. Relationship building;***
- 10. Aimed at behavioral or social change.***





Ruang Lingkup Komkes



Key Communication Areas

1. ***Interpersonal communication:*** konseling
2. ***Public relations, public advocacy, and government relations:*** media massa
3. ***Community mobilization:*** demonstrasi
4. ***Professional medical communications:*** best practices
5. ***Constituency relations:*** kemitraan dengan sesama promotor kesehatan.



Referensi

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