

DIGITAL HEALTH APPLICATION AS SOCIAL CONSTRUCTION OF NEW MEDIA TECHNOLOGY (CASE STUDY ON HALODOC)

Fahmi Hazin Adha, Shahid Suhandi Aziz, Almira Rizqia
Master in Management, Jayabaya University, Jakarta
Fahmiadha36@gmail.com

ABSTRACT

The existence of new media created in society cannot be separated from social construction in society where technology itself is formed because it is based on social needs. Humans will continue to need technology and always innovate to create new technologies that facilitate all activities of human life. Halodoc as a form of social construction in new media technology has answered the human need for easy access to health information and services online. The Halodoc application provides information on health on a regular basis, provides consultation services from trusted doctors, drug services in the form of online health stores, as well as online hospital appointments. The emergence of Halodoc as a new media that utilizes technological developments as an answer to the needs of the community.
Keywords: Digital health, social construction technology, new media, halodoc

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KEYWORDS: Digital health, technology social construction, new media, halodoc

INTRODUCTION

Technological developments have developed drastically and continue to evolve until now. Technology is present and always innovates as a positive form in providing comfort and convenience for humans. Unconsciously, people are in communication built in the digital world where media develops into new media forms. In today's digital era, technology has a very important role in facilitating digital-based services. Utilizing the sophistication of digital technology, nowadays many new media are found that are easier for humans to find information and communicate

In this case, the author takes one example of new media technology that applies digital-based business that has been widely used by the Indonesian people, namely Halodoc. Halodoc is an application and website from Indonesia that is engaged in the health sector, which was founded by Jonathan Sudharta in 2016. The presence of the Halodoc application as a new media created to meet the community's need for health services is a form of social construction in the cyber world.

In October 2019, DSResearch explained one of its research results, namely the use of health service applications in Jakarta (DSResearch, 2019). Based on this report, it is explained that out of a total of 600 respondents who were involved, 57.7% of respondents made Halodoc the top of mind digital-based health service. The next consecutive positions are Alodoc at 28.5%, Klikdokter 10.5%, Mobile JKN 8.3%, and Tanyadok.com 7.3%. This explains that Halodoc has succeeded in creating awareness for users. Like an advertisement, awareness (Indriyarti & Christian, 2020) can form a top of mind for users to be remembered easily.

Applications like this will continue to grow as mobile technology is slowly integrated into the healthcare system and it becomes easier for patients to maintain their health. According to (Baranoski et al., 2014; Klasnja and Pratt, 2012; Call, Dolman, and Miller, 2019) With improved quality, healthcare applications have shown that they can be a powerful tool to improve the quality of patient care and put ownership in the hands of patients for spur engagement on use, this healthcare app has potential benefits at a premature level, this technology has the potential to revolutionize patient engagement and access to healthcare

The presence of digital health in Indonesia cannot be separated from the problems that often arise in society. For example, the need for telemedicine is categorized as quite high, this is due to the unequal distribution of health workers, the imbalance in the distribution of health care facilities, and the constraints of different geographical structures between regions (Yogi, 2019). This social problem is the basis for the formation of the Halodoc digital health application.

RESEARCH METHODS

The research method in this research is a text-based qualitative approach. Qualitative methods are strongly influenced by interpretive or constructivist, post-positivist, and critical paradigms. This study uses a qualitative method with an interpretive paradigm which is carried out with an observation interview process to increase authenticity (Somatri, 2004). The research uses qualitative research methods by looking for ideas and topics and then discussing them empirically into clear concepts when the research is carried out (Neuman, 2003:42).

The author collects data through in-depth interviews with several users of the health application Halodoc. Literature study is a method used in research through collecting data or sources from various scientific journals, books, articles on the internet and libraries related to the discussions taken in this study.

RESULTS AND DISCUSSION

Technology Social Construction

technology or *social construction of technology* (SCOT) is a theory put forward in response to technological determinism. Whereas technology is the determinant in human life, SCOT says that technology itself is determined by social constructs. The view of technology that is formed due to social construction by the SCOT concept is inversely proportional to technological determinism which states that technology changes the social order in society. The basic concept of SCOT shows that technology design is an open process depending on the role and social conditions during the development stage in determining the final technology design. The final design of a technology may have different outcomes depending on different social conditions during the development process (Klean & Kleinman, 2014).

Health Applications as a Technology Social Construction

Digital Health in the 1970s as a form of *telemadecine* or "distance medicine", if interpreted in the era of information and communication technology, this is a form of increasing access to information and health services for the community. Now digital health is basically interpreted as a form of technological communication in providing health services from a distance (Brundisini, 2018: 3). Since 2010, prototypes of special telemedicine or remote medicine devices have been developed in Indonesia. (Sunjaya, 2019). As a *health support system*, remote medicine has parts that play a role in supporting and as the basis for the implementation of an information system. the presence of digital health helps reduce funds in increasing the number of health care facilities, so that these costs can be more allocated to things that improve facilities and infrastructure and the quality of existing service facilities (Sunjaya, 2019:4).

Digital Health as a New Media

Digital is a characteristic of a new media where information is provided through a digital computing process which is then converted into images, writing, photos, and so on. Digitalization in new media requires internet that is connected to supporting devices such as smartphones, computers, and so on. In the digital era, remote medicine has turned into a health application technology in a form that can be controlled by the user. This will empower patients as users and challenge the integrity of doctors and governments. This digital health-based application is a means of providing health services that are easily accessible anywhere and of high quality as a form of overcoming the consequences of uncontrolled access by health application users to stakeholders and the clinical profession (Brundisini, 2018:21). With digital health, it is able to provide free space for the community to express themselves in finding solutions to health problems in particular. For health workers, video conferencing is very useful for educating fellow medical personnel, especially those in remote areas and for interaction between patients and doctors in remote situations.

Communication is mediated by computers, digital health acts as a medium that provides information and health services, there are online consultants via chat or video.

Halodoc application as a form of social construction of new media technology

Researchers have conducted interviews with several users of digital health applications as a form of social construction of new media technology. The data from the interviews that have been conducted can be an illustration of the social construction of new digital health media technology by users when using the application and the author will display the Halodoc health service features used by the informants.

- a. Adhelia – 22 years old, private employee – East Jakarta

As a finance staff, the informant has used the halodoc application since 2020. Initially using the health application, he was sick with symptoms of covid 19. The informant sought to find out information about his illness through the information presented in the halodoc application because according to him, the information obtained from halodoc directly from trusted sources, namely directly from the doctor himself, where the background of doctors at Halodoc is trusted and experienced. Informants stated that they will continue to use this application for

information needs about health. This application is also very useful, especially when you want to find out which doctor to go to in certain conditions.

- b. Amira – 20 years – Student ppm – cinnamon
This informant who lives in cinnamon has been using the halodoc application since 2019 when he was in need of medicine, suddenly or at night. Informants ordered drugs through the halodoc online health store application. The need for medicine is met when it is delivered directly to the informant's location. The next informant will use a digital health application because it is very helpful in any circumstances.
- c. Naufal – 21 years – student – East Jakarta
As a student of a German language learning course (BBJ) in Depok, the informant has been using the halodoc application since 2020, due to commute from Jakarta to Depok, he must maintain his health, because the far distance of the course makes the informant's health condition unstable. Which makes informants download the application halodoc to consult health problems and treatment. The informants were very helpful because in the consultation they could choose a doctor based on what the informant wanted. The informant also stated that this digital health application is very useful for many people who have a lot of activities and travel long distances.

From the results of interviews that have been conducted by researchers, it can be concluded that users of digital health applications that are used to help health and treatment online both from consultations, searching for health information and online health stores via smartphones without having to come to the location of health services. Other digital applications are also very helpful for the community in solving their social problems. The development of various applications spreads along with the production of smartphones with *operating systems* (OS) which are getting closer to human life which aims for the convenience and comfort of its users (Setiawan, 2017).

Halodoc is an illustration of social construction in new media technology. Seeing the phenomenon of people experiencing difficulties in finding medicine for consultation with doctors, Halodoc was created to provide what the community needs. Currently, Halodoc is also collaborating with the Go-Jek application which is connected to the Go-Med service. Halodoc users will get convenience in direct doctor consultation services, services for buying drugs, visiting hospitals with the HG2H (Halodoc Goes to Hospital) feature, health laboratory check services, services to remind taking medication as well as collaboration with several health insurance companies that provide convenience for its customers to access Halodoc. In 2018 Halodoc has collaborated with approximately 500 hospitals in Indonesia (Nabila, 2018).

Digital health applications will always develop, innovate and integrate with other digital applications in terms of solving social problems that occur in society.

CONCLUSION

The application of digital health or digital health is a form of social construction of new media technology, social construction is an important part in the development of new media technology in responding to social problems regarding health needs.

Technological developments make the expansion of the reach of health services through a digital application very useful in providing information about health on a regular basis, providing consulting services from trusted doctors, drug services in the form of online health stores, as well as online hospital appointments.

Before there was a public health application, it was difficult to get health information directly from the experts. Through the Halodoc health application, people could easily get health and treatment information anywhere. With the application of digital health into a real picture of the social construction of technology a new media.

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