

Karya Ilmiah

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Public Therapeutic Communication Analysis on Kanker_Fighter's Instagram Account

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Abstract

Cancer disease is a devastating disease that could change someone's life and relationship drastically. Cancer have been seen as a disease that revolves around strong donation interest. By donating to certain organization or community, the cancer patient could get a help from them. Using social media is their strong method to communicate their purpose and agenda to reach the donation candidate or those who can help and expand the attention of cancer disease. In Indonesia, disease is strongly influenced by religious and mystical figure and myths, thus, their method still crossing each other with actual medical workers, it is why Kanker_Fighter account still also has some PR blunder in their Instagram account. These phenomenon serves as Therapeutic Communication interference for actual medical worker in the field. With the strong donation biased method, lack of research, and Therapeutic Communication interference, it could stagnate the cure for cancer patients.

Keywords: Therapeutic Communication, Content Analysis, Communication Model, Hydrotherapy, Teletherapy, Cancer Disease.

INTRODUCTION

As the world getting warmer, it indicates that the environment has a lot of risky product(Panuju & Susilo, 2019; Susilo et al., 2021; Yuliarti & Jatimurti, 2019). Thus, it could cause people to suffer some incurable disease, that includes disease like cancer. Cancer gives difficulty as it doesn't have absolute cure unlike other disease with one medicine name only. In Indonesia, it is common when having disease, it tends to get stigmatized as curse, misfortune, karma or series of unfortunate events, this doesn't stop only in stigmatization, but also influenced some works of medical worker in Indonesia. To Indonesian society, this can be defined as a challenge to stay in the path of science, as the influence of religion can hinder the actual medication of a patient.

For example, the case of Ponari stone. In medieval times, Ponari is known to be an alchemist, the power to cure by transmutation of stones to gold which is famed by Nicholas Flamel. That was a method used in medieval times, unfortunately, in Indonesia, it is still believed as cure method instead of seeking the correct medical method. Therefore, some people treated it like it was as effective as modern medication or real science. Especially in the age of digital distribution where social media serves as massive exposure for anything informative in a developed country like Indonesia, promoting their program in a social media is common agenda, that includes therapeutic communication field that serves for Cancer Patient who seeks cure.

Therapeutic communication is an essential skill for any healthcare professional. It involves the use of verbal and non-verbal communication, such as body language, to create a supportive and healing environment for patients. It is a powerful tool that can help build trust, reduce stress, and improve patient outcomes (Reger et al., 2022). Therapeutic communication can be used in a variety of situations, from one-on-one conversations with patients to group therapy sessions (Lapenna & Giordano, 2009). By understanding the basics of therapeutic communication, healthcare professionals can better serve their patients and create an environment that promotes healing and growth.

Disease stigmatization is a serious issue that affects millions of people around the world. It is the discrimination and prejudice against people who have a particular illness or condition. This can lead to physical, psychological, and social harms for those affected. Stigmatization can be caused by a variety of factors, including ignorance, fear, and misunderstanding. It is important to understand the causes of disease stigmatization in order to reduce its prevalence and ensure that those affected are not further marginalized or ostracized. Being Cancer patient in a developed country like Indonesia has its own struggle. Some of them had to face stigmatization of being cursed or facing a Karma that eventually leads them unable to be cured by proper Doctor, instead they seek cure through a cleric. It is dangerous yet some medical practitioners still lean to this ³³s.

The COVID-19 pandemic has had a devastating impact on cancer patients, with many facing delays in diagnosis and treatment. The disruption of healthcare services, the fear of contracting the virus, and the lack of access to support services have all contributed to an increase in anxiety and depression among cancer patients. As we move into a post-pandemic world, it is essential that we focus on providing better care for cancer patients. This includes ensuring that they have access to timely diagnosis and treatment, as well as providing emotional support through counseling and other services (Hidayat & Susilo, 2021). By doing so, we can help ensure that cancer patients are able to live their lives with dignity and hope during these difficult times.

This time we will conduct research on kanker_fighter Instagram account to provide more data about Therapeutic communication. By providing variety, we could improve ³⁵the research around Therapeutic Communication field. The purpose of this research is to refresh the perspective of therapeutic

communication and the communication model of kanker_fighter Instagram itself.

Therapeutic communication is an important part of providing care to cancer patients. It involves creating a safe and supportive environment for the patient to express their feelings, thoughts, and concerns. It also involves listening actively and responding in a way that is respectful and non-judgmental. Therapeutic communication can help cancer patients feel heard, understood, and supported during their treatment journey (Achmad Faisol, 2014).

First, we look how it is implemented in common, which is taken from a simple expression. Doctor's appearance from smile, tone, and behaviour serves as the starter from medication progress such as in medan, Islamic communication is considered as Therapeutic Communication (Kholil et al., 2019). Thus, Therapeutic Communication doesn't limit to only natural science but also social science.

When patient entered hospital, they're already weak and cannot swallow information properly, not to mention having personal conflict from the consequence of their own illness. Thus, if patient is greeted in awful manner, the anxiety could worsen their healing progress. It involves using verbal and non-verbal expressions to create a safe and supportive environment for the patient. This type of communication helps medical workers build trust with their patients, which can lead to better outcomes, especially if delivered in conscious manner with the aim of healing (Nuryana & Fahmi, 2021). It also allows them to understand the patient's needs and provide appropriate care. It is also an important tool for medical workers as it helps them create a positive relationship with their patients, which can lead to better health outcomes (Wahyuningsih, n.d.).

Medical hospitality has been around for centuries, but it has become increasingly important in recent years. The history of medical hospitality is closely linked to the history of cancer patients and their families. Cancer patients often require specialized care and support, which can be difficult to find in a traditional hospital setting. Medical hospitality provides a safe and comfortable environment for cancer patients and their families to receive the care they need. It also helps them cope with the emotional stress that comes with a diagnosis of cancer. Medical hospitality offers a range of services such as lodging, meals, transportation, emotional support, and more. These services are designed to make life easier for cancer patients and their families during treatment and recovery.

Medical worker hospitality is an important part of providing quality care to cancer patients. It involves providing a comfortable and supportive environment for patients and their families during their hospital stay. This includes providing amenities such as meals, transportation, lodging, and other services that make the patient's stay more pleasant. Medical hospitality also

includes offering emotional support to the patient and their family members during this difficult time. By providing medical hospitality, hospitals can ensure that cancer patients receive the best possible care while they are in the hospital. If this condition is fulfilled properly, the good Therapeutic Communication could boost what deems incurable, that is for Cancer Patient. Florence Nightingale is one of the most famous figures in medical history. She was a pioneer in the field of nursing and is credited with introducing modern nursing practices. Her famous medical method, known as the Nightingale Method, revolutionized healthcare and changed the way nurses were trained and treated. The Nightingale Method focused on cleanliness, organization, and patient care. It also emphasized the importance of preventative care and hygiene to reduce infection rates. Florence Nightingale's legacy lives on today as her methods are still used in hospitals around the world (McDonald, 2020).

In this research and related to Kanker_Fighter Instagram account, we will monitor how good their performance is in performing good Therapeutic communication, as it is important to explore their therapeutic communication method since Indonesian culture is colourful mixed with daily religious interaction which will create localization of Nightingale's modern nursing. It is important to notice and reveal the significant difference to increase diplomatic synchronization despite finding the flaw withing Kanker_Fighter's Instagram account.

History of Medical Hospitality and Therapeutic Communication

If we look back since the new order era, the strong belief on cleric medication like how the past research presented regarding Therapeutic Communication, instead of seeking cure to professional medical worker and prefer the Cleric, it was imbued with strong influence of high mortality rate (Megasari et al., 2021). The high mortality rate leads them in fearing death, the fear of death then driven them to not believe in scientific medication, thus, Cleric is their ultimate figure to cure them. The presence of Cleric means pushing away the high mortality rate by miracle from the God. It was considered normal to believe what considered as miracle in the past due to the mindset of fearing human's mortality instead of embracing the fleeting life engraved in human existence.

But that was in Indonesia, what about during early phase of civilization? We could mirror to the Sumerian Civilization when they were led by King of Uruk named Gilgamesh, the death of his confidant, Enkidu, awaken his awareness about the concept of death. The fear of mortality is high, thus, it leads a figure like Gilgamesh seeks immortality through Utnapishtim. The immortality is identified as miracle similar to how Indonesia perceive Clerical Therapy. Therapeutic communication has been around for centuries with its roots in ancient Greece, then we get its modern practice by Florence Nightingale and the importance of nurse and patient relationships through her sanitation and clean nursing (Sharma N, 2021). It was first used as a way to help people express their feelings and thoughts in a safe and non-judgmental environment. Over the years, it has evolved into a powerful tool for mental health professionals to use

when working with clients. Therapeutic communication is now used in many different settings, from hospitals to private practice, and it can be an effective way to help people work through difficult emotions and situations.

Though the history in modern and ancient times show bias towards miracle in willingness to take Therapeutic Communication, the equal scientific measure is research about Teletherapy, which functions in similar way without adding myth in it (Leu et al., 2020). If the mythical Therapeutic Communication is warping through your mind, Teletherapy as the scientific measure is placing a frame, thus, it frames differently about roles, activities, and bonding with the aid of new media technologies (Strong & Gupta, 2021).

Teletherapy is a form of therapeutic communication that has become increasingly popular in recent years (Susilo, 2022). It allows people to receive therapy from the comfort of their own home without having to travel to a therapist's office. Teletherapy can be used for a variety of mental health issues, including depression, anxiety, and trauma. It also provides an opportunity for people who may not have access to traditional therapy services due to geographical or financial constraints (Suleiman et al., 2020). By utilizing teletherapy, therapists are able to provide quality care and support from anywhere in the world. It was more of modern method than using the Clerical Therapeutic Communication (van Dyk et al., 2020).

Poetry has long been used as a form of therapeutic communication. It can be used to express emotions, thoughts, and feelings that are difficult to put into words (Medvedev, 2021). Poetry can also help people process their experiences and gain insight into their lives. By using poetic language, people can explore the depths of their inner world and find healing in the process. Through poetry, we can learn to communicate our emotions in a more meaningful way and connect with others on a deeper level (Baron, 1974). But in Kanker_Fighter Instagram seems to show it not in appropriate context even though the existence was meant to serve in similar way.

However, we found in the past research that even though having similarities of dominant religion that influenced their daily interaction, there's result that shows barrier between the nurse and patient, thus, making it historically difficult for Indonesia to have ineffective result other than ignoring the actual service from actual medical and psychological workers (Alshammari et al., 2019).

METHODS

Content Analysis Relationship

Content Analysis is an important tool for understanding the meaning of various forms of communication, such as text, images, and videos. Its purpose is to gain insight into the underlying messages and themes present in the content. By examining the context, structure, and language of the content, content analysis can reveal patterns and trends that may not be immediately obvious (Daniel Susilo, 2021.). Content Analysis can be used to measure the effectiveness of communication, to compare different types of content, and to




identify areas for improvement. Content Analysis is a powerful tool that can help organizations better understand their audiences and create more effective communication strategies (Heslinga et al., 2018; Susilo et al., 2019).

Therapeutic communication is a vital part of providing effective healthcare. Through content analysis, we can examine the elements and effectiveness of therapeutic communication to ensure successful interactions between healthcare providers and their patients. Content analysis focuses on the verbal and non-verbal communication techniques used to create a trusting and supportive relationship between the healthcare provider and the patient. The analysis can be used to evaluate the tone, language, and body language that is used by the healthcare provider to understand the patient's thoughts, feelings, and concerns. This analysis is essential to ensure that the healthcare provider is providing the best care possible, while also creating a positive and joyful atmosphere.

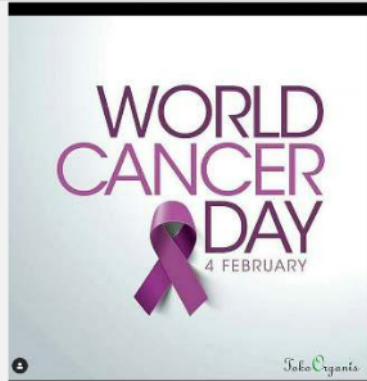



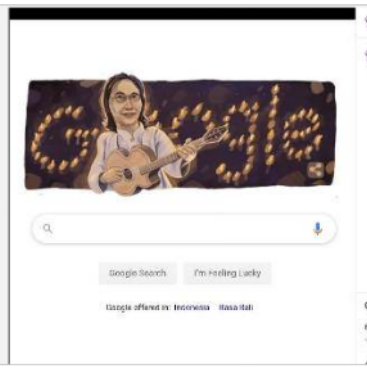

Social media analysis is an important tool for businesses and organizations to gain insights into their customers and their online presence. It involves collecting data from various social media platforms and analyzing it to gain insights into customer behavior, preferences, trends, and more (Albarran, 2013; Bazarova & Choi, 2014; Zarrella, 2009). With social media analysis, businesses can identify opportunities for growth, better target their audience, and optimize their marketing strategies (Octaviana & Susilo, n.d.). Furthermore, it can help them better understand their customers and build relationships with them, leading to more successful customer engagement and loyalty. Social media analysis is a powerful tool for businesses to gain valuable insights into their customers and their online presence. Social media has become an integral part of our lives, influencing our daily decisions, activities, and interactions. From connecting with friends and family to staying up-to-date on current events, social media has become a powerful tool for communication and connection. It has also become a powerful tool for businesses, allowing them to reach a wider audience and engage with their customers in a more meaningful way. The influence of social media is undeniable, and its impact on our lives is undeniable. With its ever-growing reach, social media is sure to continue to shape and influence our lives for years to come (Larasati & Susilo, n.d.).

Its Relationship with our main topic will be around implementing analysis through their visual and textual message delivered to audience via Instagram of Kanker_Fighter in a form of table. We will identify the type of content and its description; thus, we could elaborate it in uncomplicated way and effective to read. The use of Kanker_Fighter Instagram account is essential because other than in digital era we use anything with social media as alternative information, we could find the communication model regarding the account with the Therapeutic Communication as its essence. With these methods, how are we able to discover something substantial for Cancer Patients? What lies ahead are a development or stagnation, especially for Indonesia?

RESULTS AND DISCUSSION

CONTENT	TYPE	DESCRIPTION
	Image	A motivation quote placed to motivate Cancer Patient, but the context of the picture is for romantic love quote instead of humanity.
	Image	A visual that is placed for motivational quote but ends up like personal rant because it doesn't relate to surviving narration for cancer patients.
	Image	Another motivational quote placed for cancer fighter but ended up out of topic from surviving narration, instead looks like personal rant.

		<p>Image</p>	<p>A motivational quote that talks about someone's trait instead of surviving.</p>
		<p>Image</p>	<p>An image contains motivational question but unrelated to how cancer patient survives the disease.</p>
		<p>Image</p>	<p>The poster of actual Cancer activism by announcing Yoga Program.</p>

		Image	The poster of World Cancer Day posted by Kanker_Fighter as a humanity symbolism for Cancer Patients.
		Image	The educational content placed in a poster of Cancer Patient and how to place their awareness.
		Image	A poster to mourn for Chryste who fights to face his cancer.

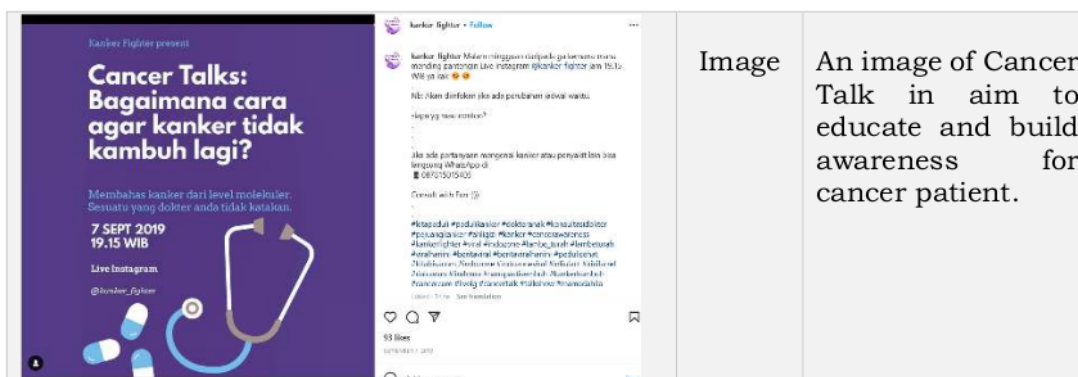


Image An image of Cancer Talk in aim to educate and build awareness for cancer patient.

Table 1: Kanker_Fighter Content

Cancer is a devastating disease that affects millions of people around the world, and Indonesia is no exception. Cancer patients in Indonesia frequently faced a number of struggles, such as limited access to healthcare, lack of financial resources, and social stigma. These factors can make it difficult for cancer patients to get the treatment they need, leading to poorer outcomes and a lower quality of life. More importantly, the lack of awareness of cancer in Indonesia means that many patients are not diagnosed until the disease is in its advanced stages or worse at its critical stage, making it even more difficult to treat. The government of Indonesia has taken steps to address these issues, such as providing free health insurance for low-income families, but more needs to be done to ensure that all cancer patients in Indonesia have access to the care they need.

From the result can be seen that the five pictures contained a motivational quote that doesn't correlate to the purpose of motivating cancer patients. Cancer patients and the stigma they're facing is the reason why a medical account posted inspiring quote. However, those five pictures seem to be hit and miss because the quotes event counted as the quote for personal life meant to be written as sad love story as how it talked in 1st picture. The 2nd and 3rd picture is even more striking as in positioning to teach someone how to behave when that kind of quote is usually used for sending passive-aggressive action or calling out someone. This is the bolder hit and miss presented from this account. The other one is also found in 4th picture where the message actively judging a quick temper. Quick temper is part of patient's daily life as some of the cancer patients are also having multiple disease like heart disease. The heart disease makes the patient unable to control their temper, making them equally sick as how they suffer the cancer. This miss serves as barrier as how it mentioned in the past research upon Arabian cancer patient. The 5th picture literally is out of context as it is asking about someone's income. Instead of boosting their mentality to survive. Therefore, all of five pictures contained motivational quote is not properly placed and some of them contained judgmental implication.

Social media marketing can be a great asset for business, but it can also be a double-edged sword. On the one hand, it allows businesses to reach a wide audience with their message and build relationships with potential customers. On the other hand, it can be difficult to measure the effectiveness of social media campaigns and their built-in narratives, there is always the potential for negative feedback or criticism occurred in the audience reaction or other contents around them. Additionally, business must be aware of the ever-changing landscape of social media and the potential for new platforms to emerge. As such, businesses must be prepared to continually adjust their social media marketing strategies to ensure they remain effective and relevant. That was the miss on their contents. What about the other five? The rest of the five are a normal educational and empathetical content about cancer patients which is placed properly like the normal health campaign presented around Indonesia. This means a double dagger that they have two different sides of content. One that follows proper PR content and the other deviating by mistake.

Hit and Miss of Social Media PR

If we see any linked in account or recruitment, we frequently see those who writes the requirement that the candidate should be good at SEO, content writing, or even coding. The clueless part of these hiring method is that they forgot that Social Media PR is part of communication study, thus, it needs PR graduate or even journalism graduate. Instead, they make it a tech-oriented work when content is strongly part of humanity work. The lack of media education makes some PR results in content of insensitivity stuff. The two important role to produce social media content is both media and psychology subject, however, this requirement is barely placed in.

Having a lack of PR skills can be a major obstacle for social media businesses. Without the knowledge and experience of proper PR techniques, it can be difficult to effectively communicate with customers, potential clients, and other stakeholders, especially for an account focused on cancer patient. This can lead to a lack of understanding of the company's mission and values, which can ultimately lead to a decrease in trust and audience's loyalty. Additionally, a lack of PR skills can lead to a lack of trust between the company and its customers, which can lead to a decrease in customer satisfaction. Therefore, it is important for businesses to invest in PR training and ensure that their employees are equipped with the skills and knowledge necessary to effectively communicate with the public.

But in critical context, what is the effect of this hit and miss of PR content? The effect of this hit and miss is that from how to move to morally supporting to morally correcting. The correction can lead to judgement which will form a barrier between the organization name and their target audience. Then their therapeutic communication can possibly result in either good or bad. By bad result here is like how Masaru Emoto's Hydrotherapy works, if you deliver bad words, it'll form the bad water inside the people (Emoto, 2005). The impact of bad social media PR on therapeutic communication can be bold and far-reaching. Poorly managed PR on social media account can lead to a breakdown

in trust between the organization and the client, as well as a lack of confidence in the Kanker_Fighter member's professional abilities. Furthermore, it can damage the reputation of the Kanker_Fighter and the Therapeutic Communication practice, which can lead to a decrease in referrals and a decrease in overall client satisfaction. As such, it is essential that therapists take the time to carefully consider the implications of their social media presence and ensure that their PR is well-managed and professional.

Model of Public Communication

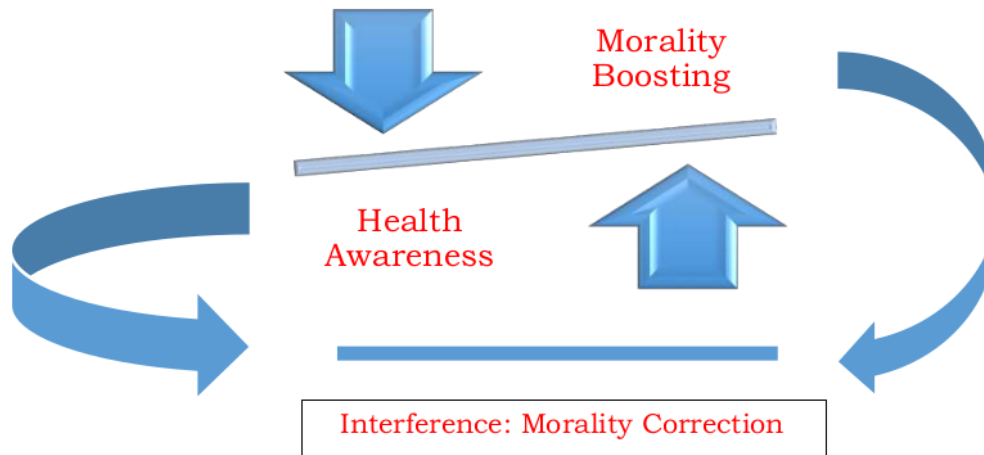
After finding about how they use Therapeutic Communication in their social media content as well as how their social media PR deviate from its proper performance, a model of communication is found for them and how they perform their narration.

How they want to be:



Visual 1: Kanker_Fighter Communication Model

How they are going:



Visual 2: Kanker_Fighter Performance

Between the communication model they aimed to be and their actual performance, the mapping is divided to attract two interests, either they get donation, or they get exposure for their own expansion. The donation is pretty common in any of the cancer medication issues, hence their therapeutic communication meets the exit door of donation purpose. The general purpose is great at enforcing the medical treatment improvement since several people is at disadvantage in the attempt to co-exist with their cancerous disease. To co-exist with the incurable disease also require a lot of effort and money such as how to find someone who truly takes care of them, who accompanies their appointment, or how to pay the bill properly and the financial factors are the most common among Indonesians. In a developed country, to get Scientific privilege is difficult since if we disbelief the traditional method, we'll be judged as ungrateful or lack of faith even though Nightingale had modernized nursing since long times ago despite the heavy influence of gender bias during Victorian era. Thus, the findings from the data is like of that nursing struggles for Arabians. There's interference in their Therapeutic Communication and even if we localize the Nightingale Scientific method or Therapeutic Communication, the interference still exists like how morality correction hinders Kanker_Fighter's morality boosting for patients. The interference could dismantle some trusts of their own supported patients and also donation candidate as well.

CONCLUSION

Aside from how the unfortunate potential output from the interference of their Therapeutic Communication performance, our conclusion is ²⁹at cancer disease is strongly outsell as donation-oriented PR form. Cancer is a disease that affects millions of people around the world and is on daily basis or hindering their activities. It is a devastating disease that can have a deep impact on those affected and their families. Cancer is caused by a variety of factors, including

environmental factors, genetic predisposition, and lifestyle choices, or even someone's relationship fortune. Treatment for cancer can be costly and often requires donations to help cover the costs because to be able to fulfill all the bill itself require lifetime money. Donations to cancer research organizations, cancer charities, and other organizations that support those affected by cancer can provide important resources for those fighting this illness. By donating to organizations dedicated to researching and understanding cancer, we can support those affected by the disease and help to create a better understanding of the causes, treatments, and prevention of this awful disease.

However, for most Indonesians, cancer is heavily PR outsell in donation-oriented and while other countries have strong follow-up upon the research, Indonesia is still weak at the cancer disease research, making the donation-oriented is heavily biased. The bias on this donation-based is often devastating as it only burns money but gets small development on the research itself. Hence instead of hearing the possibility of a cure advertised by cancer fighter based account, we frequently get guilt-tripped by morality correction. The guilt-trip is imbued even worse when people likes to stigmatize the disease with black magic attack or misfortune due to lack of charities. The road to scientific attention for cancer disease is still long as in Therapeutic Communication itself sometimes still outshadowed by the performance of religious cleric or shamanism instead of using proper doctor, nurse, or psychologist.

The suggestion from author about this research is that we should empower more education for research project especially in cancer disease in attempt to cure people instead of donating only. Donation itself isn't wrong, however if it isn't backed up by research, it could stagnate cancer disease cure development. Instead of relying on uncredited therapist such as religious cleric or shaman, we should trust medical worker more as we found out that in Therapeutic Communication, there's interference in the performance. Such as how cleric used hydrotherapy, the basic concept is actually from scientific professor like Masaru Emoto, localized into Indonesian religious therapy, but ends up doesn't perform well like how scientist work in the field (Purwanto, 2008).

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