

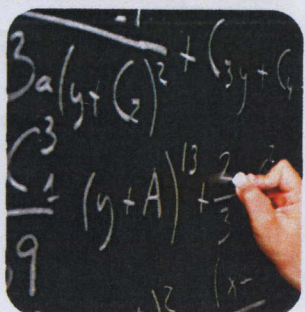
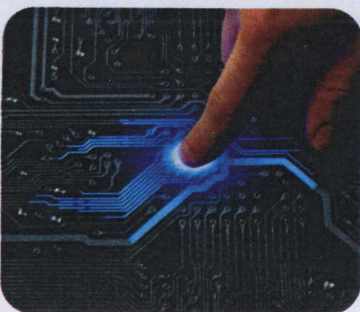
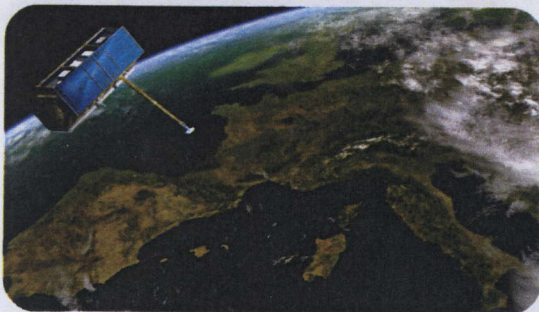
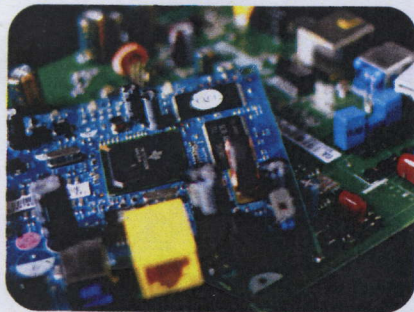
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## Socio-Cultural Transformation of Early Detection on Breast Cancer Suspect in Wahidin iSudirohusodo Hospital, Makassar Indonesia

Andi Ummu Salmah <sup>1</sup>, Rabihatun Idris <sup>2</sup>, Andi Agustang <sup>3</sup> and Alimin Maidin <sup>4</sup>

<sup>1</sup>Postgraduate Program of Negeri University of Makassar, Indonesia

<sup>2,3</sup>Professor of Sociology of Negeri University of Makassar, Indonesia

<sup>4</sup>Professor of Public Health of Hasanuddin University of Makassar, Indonesia

### ABSTRACT

Early detection is one of the prevention of diseases including breast cancer. Socio-cultural transformation of breast cancer patients is strongly associated with knowledge, attitudes and behaviors of health workers. In this study posed several questions in response to the gap between what should be happening (*das sollen*) with what the ground reality (*das Sein*). The research questions were: (a) How the Process and the implementation of early detection of breast cancer in a comprehensive manner by the patient and medical personnel (b) How to Influence the life style of the increasing number of patients with breast cancer (c) How do patterns of social interaction that developed between health workers, families and communities with a form of breast cancer patients and socio - cultural changes generated (d) How to transform socio - cultural significant in the implementation of programs of early detection of breast cancer. The research method used was a qualitative phenomenological approach. Informants consisted of key informants and experts. Key informants were patients and health workers. While informants are those who are experienced experts in the field of sociology of health and breast cancer. This study uses a Theory of Social Interaction and Social Change as an analytic tool. The findings of this study found that early detection of disease is not just an issue that merely physiological factors alone.

However, early detection is a social process. The social process provides social interaction with diverse patterns of social relationships. The fact this study shows that early detection is not implemented properly by the informants who had breast cancer. Journey in the process of breast cancer treatment on self- informants are also very diverse. Many forms, among others ; getting worse , recovered and relapsed again and the process towards healing. The fact is, if viewed from a sociological point of view would assert that there are problems with social interaction with patients and medical personnel as well as with family and friends especially her husband . Government's role as a fiduciary concluded less health development program relating to the implementation of the treatment of breast cancer. Ultimately socio - cultural transformation in the form of increased awareness and vigilance of women against breast cancer cannot be realized with both.

**Keywords:** Socio-cultural transformation, early detection, breast cancer, life style.

### 1. INTRODUCTION

Cancer is the general term for more than 100 different distinct diseases that can affect every part of the body. Cancer is defined by a rapid abnormal cell growth beyond usual boundaries that can affect adjoining parts of the body including other organs. This process is referred to as metastasis which is the major cause of death from cancer.