

Application of Hypertension Using Poster Media for Pharmacy Visitors

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Abstract

The results of a preliminary study show that the prevalence of hypertension in XYZ Pharmacy is 5.00% in 2021. However, health promotion efforts have not been carried out on this problem. One of the media that can be used for health promotion is posters. The formulation of the research problem is how the interest and understanding of visitors to Apotek xyz towards hypertension poster media is seen from the design, message content and place of installation. The purpose of the study was to determine the interest and understanding of visitors to the xyz pharmacy. The research method used is descriptive qualitative with phenomenological design.

The subjects in this study were visitors to the xyz pharmacy. Another informant is a health promotion officer who is the Head of the Pharmacy. Data was collected through focus group discussions (FGD), in-depth interviews, and observations. The results showed that overall, most of the visitors were interested in and understood the hypertension poster. The Sundanese version of hypertension poster is more accepted as a health promotion medium by pharmacy visitors who have an interest in the design and content of the message in the hypertension poster. The conclusion of the study is that pharmacy visitors are interested and can understand hypertension posters..

Keywords— Poster, Hypertension, Public Health Center

PRELIMINARY

Indonesia as a developing country is still experiencing various health problems, one of which is hypertension. The prevalence of hypertension in Indonesia reaches 31.7% of the total adult population, with a total of 6.8% of the proportion of causes of death at all ages in Indonesia.

At Apotek xyz, hypertension is included in the top 10 diseases, with a prevalence of 6.07%. Although it does not occupy the first position, hypertension does not receive attention. Hypertension needs attention, because if it is not controlled it can be a risk factor for other more serious diseases such as stroke, heart failure and kidney failure. One way that can be done with promotion is to prevent hypertension. Health promotion can be done by using the media. The media that is widely used at xyz Pharmacy is posters. Of the several posters, there is no special poster about hypertension.

Poster is an image medium that combines visual elements such as lines, pictures and words to attract attention and convey a concise message. Posters have the advantage of attracting people with certain interests, because posters can convey or present the main points of an issue. In research on the effectiveness of posters on family knowledge and attitudes about high-risk pregnancies and danger signs of pregnancy, the results showed that the use of posters was less effective in increasing knowledge. Based on several previous research results, it is known that there are differences regarding the effectiveness of posters. Thus, in order to evaluate the effectiveness of the poster media, it is necessary to evaluate the poster media.

The use of posters at xyz Pharmacy has never been tested or evaluated. Testing and evaluating a medium is very important. Media evaluation is done by looking at the media provided is appropriate and can achieve its goals or not, the distribution of media is right on target or not,

relevant or not, the content of the message or information conveyed is easy to understand and appropriate or not, and media discovery or media installation is appropriate or not. One of the lessons in the process of using posters to be effective is evaluating the media. Several factors that support the success of media communication include the way the media can increase audience interest and understanding (Ministry of Republic of Indonesia, 2004). Based on this explanation, the formulation of the research problem is: "How is the interest and understanding of pharmacy visitors towards hypertension poster media. Based on the formulation of the problem, the purpose of this study was to evaluate the hypertension poster media for visitors to the xyz pharmacy by evaluating the interest and understanding of visitors to the hypertension poster media in terms of design, message content and place. from installation.

RESEARCH METHODS

This research is a descriptive study with a qualitative method using a phenomenological design. The study was conducted at XYZ Pharmacy by considering that based on the results of the preliminary study, it was known that there were no special posters about hypertension and no evaluation was carried out on poster media. Another reason is because Apotik Talaga xyz is the xyz pharmacy with the most visitors compared to other maintenance pharmacies in the xyz district.

The selection of research informants is purposeful, namely the selection based on objectives with the subject as the unit of analysis that is considered appropriate to the needs. The main informants in this study are.

The main visitors and informants were the Head of the xyz District Health Promotion Division, the xyz Health and Pharmacy Promotion Head.

Data was collected through in-depth interviews with 20 visitors, focus group discussions (FGD) with 24 visitors consisting of 4 groups. The first group consisted of 5 visitors who did not have hypertension, the second group of 5 visitors who had or had experienced hypertension. Observations were made to determine the situation at the poster installation site and the interaction of visitors with hypertension posters.

Data analysis in this study was carried out simultaneously with the data collection process. After data collection was completed, transcription was carried out. The transcript was revised, then commented on what still needed additional information at the next data collection. Data analysis was carried out in the following stages:

- Data obtained from interviews were collected and then transcribed by recording all data obtained from interviews.
- Doing coding, namely by making codes that are understood by the researcher and have meaning based on the topic in each sentence, then the codes are grouped into several categories. The next step is to find the relationship between these categories to generate theoretical codes.
- Integrating categories according to their respective characteristics into data that has the same pattern, then qualitative analysis of data interpretation is carried out by connecting with existing theories.
- Presentation of data in the form of narration and quotations according to research variables and reinforced by tables.
- Draw conclusions.

RESULTS AND DISCUSSION

The similarity of characteristics of informants can indicate health promotion media and media that can be accepted and needed by informants. The similarity of the problems in question made the informants interested in reading the information on the hypertension poster. This can be seen from the interest and understanding of visitors to hypertension posters which can be explained in detail as follows:

Visitors' interest

Visitors' interest in hypertension posters can be seen from several aspects, namely:

Design Model

Hypertension poster interests from design elements are further grouped in several ways, namely:

Color

Based on the results of the study, it was found that the Sundanese version of the poster received more attention and was read by pharmacy visitors. Visitors expressed their interest in hypertension posters because of their bright, bright, contrasting and varied colors. Bright colors are considered to attract attention, so that visitors see and read hypertension posters.

The results of this study are in line with previous studies which showed that the most preferred basic color choices on certain media were white, green or red. Other studies strengthen the results of this study, namely for elements of color that are liked and considered attractive are neutral colors such as green. The poster must be eye-catching to make people stop and read it.

In terms of color, visitors consider colors that are not too contrasting and stand out less helpful in reading. Different background colors and fonts make it easier for visitors to read and explain the letters being read. The font and background colors are contrasted so they are easy to read and the emphasis requires special emphasis. Use of color in graphic design

has several functions, namely attracting attention, producing psychological effects, developing associations, building retention and creating a pleasant atmosphere. The combination of contrasting colors into a single unit in the poster will help make it easier to convey the message. On the other hand, if the color combination is not contrasting, it will be difficult. Colors should complement each other and using too many colors can weaken communication.

letter

Based on the results of in-depth interviews and group discussions, visitors judged that the font size used was quite easy to see. Visitors' opinions about the letters in the poster can be seen in the following statement:

“It must be written in capital letters because it is good if capital letters look like people going in and out of the hospital.

The largest font size on hypertension posters is 13 mm and the smallest is 6 mm. For ease of reading, the font size should not be smaller than 18 points or 5mm. The font format uses the Microsoft Science serif font and is capitalized. The use of letters on hypertension posters is not too complicated and has a high artistic value that may be difficult to read. Other studies support the results of this study, showing that the use of letters that are not rigid and complicated helps people to read more easily. For ease of reading, you should use a clear and simple font like the science serif type.

The use of color in the letters affects the ease of visitors to read the content of the message on the hypertension poster. Writing letters with color variations can also provide its own charm. Font color that contrasts with the overall background color of the poster helps make reading easier.

Image and text compatibility

Based on the results of the attendance study

Pictures are the main attraction. Images that are often said to attract the attention of visitors are those with regional elements. Visitors are of the opinion that the images and text are appropriate as in the following statement:

"Reflection follows the picture and the writing is appropriate, so if there is a picture of vegetables like that".

Other images are considered interesting because they match the daily lives of visitors, such as pictures of vegetables and fruit, pictures of people blowing flutes and pictures of people exercising. The use of images must attract the attention of the target, this can be done by using photos that are familiar with the life of the target. The results of this study are supported by previous research, namely the making of posters with visualizations that are in accordance with the social and political characteristics of the Chinese ethnic group succeeded in growing participation in malaria prevention,

The use of images that are original images or photos attracts the attention of visitors, helps make it easier and remembers the message conveyed in the poster. This is in accordance with previous research that the use of posters is less effective because the message is difficult to remember and because the illustrations do not use original images, they are considered less attractive. Photos serve to increase motivation and interest, develop language skills, and help interpret and remember the content of messages related to photos. In addition to attracting attention, pictures can help explain something, make it easier to understand, explain important parts and shorten long descriptions.

The results of this study indicate that the layout in the poster is considered relatively simple and easy to remember. The selection of 1 main element, both letters and illustrations, can be done so that readers can catch the message quickly. In this hypertension poster, the element that is trying to be highlighted is an image that supports and strengthens the message conveyed.

In the Indonesian version of the poster, the images that catch the eye are pictures of vegetables and fruits. Placing the image in the first order can be said to be successful in attracting attention. The Sundanese version of the poster is added with pictures of wayang characters. The Cepot image is placed in the upper left corner, and based on the results of the research it is known that the Cepot image is the first thing that attracts the attention of visitors. The other pictures are arranged according to the condition and the estimated cause of hypertension which has the largest to the smallest role.

The color layout is also a concern for visitors. Placement of the basic color as a background with the overall content of the message is considered a contrast and helps the message to be easy to read. Writing letters with color variations can provide its own charm.

In the title, the letters used are larger than in the subtitle and body of the message. This is important because the correct placement of letters in each part of the message makes it easier for the reader to see the message.

Text Message

The content of the message is the material that will be conveyed by the communicator to express meaning. Interview result

Visitors find the content of the message interesting because the message contains information about hypertension, such as the following statement:

"Removing his hypertension, because he knows that due to lack of nutritious food he becomes like smoking causes hypertension "

The words and sentences that make up the message also receive attention. Words in hypertension posters are considered easy to remember, because they are everyday words. The sentences used by visitors are quite simple, because they are not convoluted and straight to the point.

Place of installation

Based on the results of observations, it is known that most of the visitors who come just pass the installation location without seeing the poster. Some visitors were in the vicinity of the installation site, but did not notice the presence of the poster, some looked at the poster but did not read it, and some saw and read the poster.

Visitors' assessment of the location of the poster installation can be seen from the results of in-depth interviews. Opinions about the installation location can be seen from Table 1.

Based on the results of the study, it is known that visitors can see the poster at the installation site because the place is quite spacious. In addition to the size of the poster installation site, the existence of a poster place is a special attraction when visitors are around the installation site. Visitors are interested in reading hypertension posters, because the positioning of the posters is judged according to the eye view, so it does not make it difficult to read.

The location for placing posters can be in public places where people often frequent gathering or at government offices (Depkes RI, 2004). The results of previous studies indicate that placing posters in strategic places can foster a desire to use stairs. Other research shows that a person will be in a waiting room long enough to be able to convey health messages. The position or location of the poster must be easily accessible to the senses of sight, so that it can attract people's attention.

Visitor understanding

The visitor's understanding of the message can be seen from the informant's knowledge of the benefits and intentions of the message content and there are efforts to implement the message content. Informants argue that the content of the message is an invitation to live a healthy life.

Most of the informants felt that the content of the message in the hypertension poster was quite simple. Words and sentences are considered simple and uncomplicated. The content of the message is easy to understand and understand because it goes straight to the heart of the problem. Another statement emerged from the results of interviews with key informants, the poster was considered good, because the information about hypertension was considered useful for the community.

Everyone will have a different ability to receive messages. In the ELM theory, it is explained that a message or an information will be received depending on the motivation of each person and his ability to be able to process and interpret the message.

A high ability will make visitors feel that the message they get is thought and focus on the quality of the message, so many opinions arise. Low motivation and ability of visitors will see the message as a whole not seeing something important, then there is no deeper opinion.

CONCLUSIONS

Overall, most visitors are interested and understand the hypertension poster. The Sundanese version of the hypertension poster can be accepted as a health promotion medium by Apotek xyz visitors who are interested in the design and content of the message in the hypertension poster. Informants are attracted by the poster's bright colors which are a combination of green, yellow and red, readable font size with simple shapes, clear images, and close to their daily life with a simple layout. If seen from the content of the message, informants are interested because the theme of hypertension is conveyed only by using words, sentences and everyday language. A strategic location, sufficient place and the position of the poster that can be seen by the sense of sight, more interest in reading pharmacy visitors. The message can be understood because the text is supported by clear images, the language used is Sundanese, the use of short words and sentences and no other meaning. The content of the message is simple, it can be understood by visitors better.

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