

11 SOCIAL MEDIA AND THE PANDEMIC: SEARCHING FOR TRUTH, DISCERNING LIES

TELEMEDICINE COMMUNICATION DURING THE COVID-19 PANDEMIC IN INDONESIA

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ABSTRACT

The development of digital technology provides opportunities in the field of Indonesian health communication. In order to deal with the COVID-19 pandemic, the Government of Indonesia, through the Indonesian Ministry of Health (MOH), has collaborated with 11 telemedicine platforms to provide virtual consultation services with doctors, especially for self-isolating patients. The emergence of the telemedicine platform as a service provider in the health sector provides a new alternative in handling COVID-19 patients. Good information literacy will foster public confidence in the use of telemedicine platforms. The purpose of this study was to determine telemedicine communication for self-isolated patients by utilizing a telemedicine platform during the COVID-19 pandemic. The theory used in this study is Diffusion of Innovation, which states that telemedicine is an innovation in health communication with the following characteristics: relative advantage, compatibility, complexity, trialability, and observability. The method used is a case study of telemedicine communication in patients who live in Indonesia. The results show that telemedicine communication involves several aspects: parties involved in telemedicine communication need to carry out information literacy and digital literacy activities, authorization for telemedicine platform providers, and infrastructure supporting telemedicine communication continuity. Thus, telemedicine communication can be an alternative in actualizing digital public health during the COVID-19 pandemic and in the future.

Keywords: *telemedicine communication, information literacy, diffusion of innovation, COVID 19, authorization*