

## LANGUAGE AND TELEVISION MEDIA IN THE SCOPE OF HEALTH COMMUNICATION: DESCRIPTION OF HEALTH COMMUNICATIONS STUDY

Rita Destiwati; Junardi Harahap  
Telkom University, Universitas Padjadjaran  
ritadestiwati@gmail.com, junardiharahap@gmail.com

---

*Abstract:* Media television is a means of information that is widely watched by all people, from children, adults and the elderly. Various information is presented including information related to health. In presenting information in television media, language is important in conveying information to be accepted by the public. Information related to health in the television media, the language used is very sensitive, so that alternative medicine programs are not broadcast on prime time. There is also a question in this article is how the use of language in television media in alternative medicine programs. The method used in explaining this article is a descriptive qualitative method through observation. The results of the study show that the language used in conveying health communication information in alternative medicine is still very vulgar, especially in terms of adult medicine.

**Keywords:** language, communication, health, media and television

### INTRODUCTION

Communication in the health sector provides a condition for the community to master important things in health communication that have a colorful impact on existing health communications. Especially if it is related to the media and media advertisements in the world of health which provide health as a behavior in the existing media such as in the media advertisements in the world of health which play in it is a matter related to sales. Health communication in advertisements that is used needs to be done by giving an important effect in various conditions of the media used by paying attention to the conditions of health advertising that pay attention to aspects of language that are vulgar and not in accordance with existing ethics and have a bad effect in aspects of the language that are used.

Health aspects and media advertisements need to be considered by paying attention to health aspects that have an ethically unfavorable influence in various conditions that combine in health and the media. Media and health have a strong effect and create aspects of good health. And make health conditions a strong part and in accordance with the aspects that are carried out in accordance with the effects given by the existing media and bring health in advertising that leads to goodness which becomes the world of advertising that leads to health in existing media in accordance with the expectations which are the foundation in advertising as well as existing health and communication aspects. Health is used as a benchmark in various existing conditions and brings benefits to health and existing media in accordance with existing expectations and health.

### METHOD

What is done is to observe the condition of advertising which is used as a method of treatment in communication and existing health and provides existing health conditions and

leads to strong health and becomes a good hope for health. Observation methods are used to get good and strong results and influence the real conditions of the various things that exist. With the observation method, the results can be seen by observing the things that happen during the observation method. Methods that have a good impact on and provide knowledge of the data obtained from the observations made and have an impact on the data collection carried out.

## **LITERATURE REVIEW**

Rus & Cameron (2016: 679) motivated messages from concrete experiences in disease cognition in the context of health communication in images that play a key role through concrete experiences. Balint & Bilandzic (2017: 4862), the role of culture to test the effects in health communication as a process of health messages and health communication practices and to increase awareness of the factors that lead to changes in existing health behavior. Stephenson & Southwell (2006: S49), display advertisements and assess the experience of community conditions and provide aspects that are in the study conducted and the factors that cause it. Friedman et al (2009: S59) information from Health that gets information from the existing health media and the efforts needed on factors related to existing health behavior. Nutbeam (2000: 265), the aspects that must be seen also in the health aspect are the environment and also the existing economic aspects.

## **RESULTS AND DISCUSSION**

Media is an inseparable part of an important condition that brings health and media promotion to be strong and provides a good enough influence in understanding advertising and media campaigning for health media advertising brings about changes in advertising and media is an inseparable part of the existing conditions. . The media play a very powerful role in creating a comfortable condition for understanding media and health. The health aspect in the media has a strong effect and also has a good impact in various conditions that have an impact on making health communication in the existing health aspects and also having a quite real influence in exploring existing health and media and giving strength in health and media influence is exercised. Health communication makes a significant contribution to have an impact on advertising which has a strong impact on moving in existing health media advertising.

Health advertisements in the media have an impact which certainly has a valuable impact on the conditions contained in the existing media and in the world of health and leads to various things that pay attention to the condition of health and the media which must be done with various existing conditions in accordance with the expectations given in media and communication in health. Health has an important impact in giving a good enough effect to bring to the power that is important to bring health and bring health and the media used by using the media in health communication carried out by the existing community.

That the role of the media in the world of health needs to pay attention to language that is rather friendly so that it does not give negative excesses to the children watching these shows. Even though in the period of time, they still pay attention to the method of time, but at that time and at that time there are children who can watch the program. And in various conditions that exist in accordance with the expectations of sharing according to the media and the existing health in various conditions in the existing media and health conditions in accordance with the media and health. Media and health provide conditions that exist, a spectacle that provides conditions that are in accordance with the media and health that divides health which gives an opportunity impact in the media which will become health and the media becomes an important thing in accordance with the conditions that share health in the media and health in advertising. Media and health and provide a concept that becomes the

power that leads to media and health in media and health. Health provides the conditions that provide health and media as well as health that is important in health and the media. The media provide conditions that have a lot of influence on health and the existing media. Existing health has become an inseparable part of the media and health and provides existing conditions in various existing matters. Which is an important part in the media and health that is good for the media and health. Media and health in media advertisements bring well-executed conclusions to the expectations of the media in existing health. What must be done is that in the existing media and health activities, there is hope in facilitating in various conditions in accordance with the expectations given in the media and in health. Those who make a good contribution to make contributions that have a good impact in accordance with the existing media and health that bring the media and health as well as the existing media and health.

## CONCLUSION

The conclusion provides an illustration that communication in the world of health provides a real meaning in the influence of media and health and gives a real meaning that the media in advertising used in the world of health must make a positive contribution in facing conditions that illustrate that media and health must be at the core of the Provides comfort in the media provided in accordance with the expectations given by various parties who are active in the influence of the media and the conditions expected by policy makers in the advertising carried out and has a strong effect on existing capitals and from the picture desired by policy managers in disconnection from various existing conditions and in accordance with the desired expectations.

## REFERENCES

- Balint, K.E. & Bilandzic, H. 2017. Health Communication through Media Narratives: Factors, Processes and Effects. *International Journal of Communication* 11, 4858–4864.
- Friedman, D.B., Laditka, J.N., Hunter, R., Ivey, S.L, Wu, B., Laditka, S.B., Tseng, W., Corwin, S.J., Liu, R., & Mathews, A.E. 2009. Getting the Message Out About Cognitive Health: A Cross-Cultural Comparison of Older Adults' Media Awareness and Communication Needs on How to Maintain a Healthy Brain. *The Gerontologist*, Volume 49, Issue S1, S50–S60.
- Nutbeam, D. 2000. Health literacy as a public health goal: a challenge for contemporary health education and communication strategies into the 21st century. *Health Promotion International*, Volume 15, Issue 3, 259–267.
- Rus, H.M, & Cameron, L.D. 2016. Health Communication in Social Media: Message Features Predicting User Engagement on Diabetes-Related Facebook Pages. *Annals of Behavioral Medicine*, Volume 50, Issue 5, 678–689.
- Stephenson, M.T. & Southwell, B.G. 2006. Sensation Seeking, the Activation Model, and Mass Media Health Campaigns: Current Findings and Future Directions for Cancer Communication. *Journal of Communication*, Volume 56, Issue suppl\_1, S38–S56.

a further study to chart the actors predominating the information management, as well as the management strategy, is needed.