

## Exploring the Impact of Language Communication Strategies on Service Goals at Rsia Kasih Fatimah Kotamobagu Hospital: An Engaging Analysis of Success



Sitti Astini Korompot<sup>1</sup>, Hasanudin Fatsah<sup>2</sup>, Rasuna Talib<sup>3</sup>, Muziatun<sup>4</sup>

<sup>1</sup>Doctoral Program in Applied Linguistics Universitas Negeri Gorontalo

<sup>2</sup>Professor in English Education Universitas Negeri Gorontalo

<sup>3</sup>Associate Professor in English Education Universitas Negeri Gorontalo

<sup>4</sup>Associate Professor in Applied Linguistics Universitas Negeri Gorontalo

**ABSTRACT:** This research analyzes the success of specific language communication strategies, such as multilingual signage, interpreter services, and pat. This study examines hospital language communication goals, highlighting successful strategies at Kasih Fatimah Mother and Child Hospital in Kotamobagu. It uses case studies and a qualitative approach to explore these strategies from sociolinguistic and psycholinguistic perspectives. Data were gathered through observation, audio and video recordings, and interviews with staff and patients. The findings reveal that language differences and social factors impact the clarity of information shared, staff understanding of patient needs, and patient comprehension of medications or procedures. Critical aspects like clarity, empathy, and effective communication are essential for good interactions between staff and patients. This research offers a guide for improving communication in healthcare. The strategies have led to meaningful exchanges, reflecting RSIA Kasih Fatimah's commitment to quality care and patient safety.

**KEYWORDS:** strategy, language, communication, service

### INTRODUCTION

Challenges related to language performance and language skills present significant barriers. To effectively address these issues, it is essential to implement a comprehensive language communication strategy that tackles the sociolinguistic factors involved in communication. Failure to do so can lead to misunderstandings, misdiagnoses, and patient dissatisfaction. According to Mac, Os. (2017), Bell, (2017), Faizin (2019) the practical applications of sociolinguistics are extensive, given that language is a fundamental tool for human verbal interaction. This field provides valuable insights into the effective use of language within society and highlights the diverse variations that exist. A thorough understanding of sociolinguistics allows individuals to navigate linguistic contexts appropriately and to recognize the different ways language can be used by various speakers.

Furthermore, Firmansyah (2016), Giyoto (2020), Fauziah (2021), underscores the importance of sociolinguistic understanding, as it plays a crucial role in enhancing the quality of health services. Key aspects of sociolinguistic studies relevant to healthcare encompass diversity, linguistics, and multiculturalism. Hospitals frequently serve a diverse array of ethnic, cultural, and linguistic groups. Acknowledging this linguistic diversity and the potential for improvement in cross-cultural communication is vital for enhancing the quality of health services. Effective communication in healthcare settings is paramount for accurate diagnosis, a clear understanding of medical conditions, and collaborative decision-making. In this sociolinguistic context, factors such as language type, communication style, and local cultural influences significantly affect interactions among patients, families, and medical staff in hospital environments (Stepankova & Urbaneck, 2022).

Patients represent individuals facing health challenges or decline, essentially those who are unwell. Illness is a distressing condition, and individuals encounter complex situations as they navigate their personal circumstances, their families, and their social environments. Fuady (2022) emphasizes the importance of healthcare professionals recognizing that patients are often in unstable states—physically, psychologically, and socio-economically. It is crucial for health workers to maintain effective communication with patients, employing both verbal strategies such as clear and simple language, and non-verbal strategies like maintaining eye contact, to safeguard their psychological well-being. A failure to communicate properly can lead to less than optimal care and dissatisfaction with the quality of services provided.

Sociolinguistic analyses of hospital services offer valuable insights that can enhance the quality of communication and overall healthcare delivery. However, the situation at Kasih Fatimah Mother and Child Hospital in Kotamobagu City, North

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Sulawesi Province, presents unique challenges. Language differences frequently arise, making it difficult for staff to communicate effectively with a diverse patient population. These language barriers can obstruct understanding of medical conditions, treatment instructions, and other critical information. Additionally, there is often a lack of cultural sensitivity training among medical personnel, which can impede their ability to navigate communication differences. Engaging in communication within a sociolinguistic context may lead to misunderstandings that can have serious consequences for the quality of health services, underscoring the need for improved communication strategies.

Furthermore, the initial findings from sociolinguistic studies at RSIA Kasih Fatimah Kotamobagu indicate a significant opportunity for enhancing communication skills among healthcare providers. Some patients may only be proficient in regional languages, which can lead to feelings of uncertainty or disempowerment when interacting with medical personnel who communicate primarily in Indonesian, particularly in dialects such as Manado or Gorontalo. The influence of specific dialects or speech styles can shape perceptions and interactions, resulting in ambiguities in medical information. However, with the proper training and support, these communication barriers can be overcome, leading to improved quality of health services. Additionally, certain patients may find it challenging to communicate due to their health conditions, and medical terminology can often be complex and difficult for laypersons to grasp.

Nur (1994), Hasanuddin (2001), outlines that communication strategies in interlanguage are employed by Indonesian speakers using English in academic and social contexts. Sociolinguistic research indicates that speakers frequently encounter grammatical and fluency challenges in their communication. From a psycholinguistic perspective, fluency issues may present as hesitation, anxiety during speech, and limited comprehension of content. This study's findings reveal that speakers resort to compensatory communication strategies to mitigate these challenges. The strategies of inter-intralingual transfer, grammatical simplification, and decoding have proven to be the most effective means for achieving communication goals in both academic and social settings.

The psycholinguistic analysis is also valuable in assessing the effectiveness of language communication strategies in fostering patient trust and comfort. Critical cognitive elements, such as comprehension of medical information, emotional responses to that information, and perceptions of service quality, can be examined through this lens. Language behavior is a vital aspect of psycholinguistic studies related to the health service process, significantly influencing the delivery of medical services within hospitals. The impact of language behavior—whether positive or negative—on interaction is contingent upon the communication strategies employed by healthcare personnel. Therefore, the role of language behavior in either alleviating or exacerbating patient anxiety is a pressing issue that requires immediate attention (Sulaiman, 2021).

When individuals are unwell, they frequently encounter anxiety, depression, and other mental health challenges upon receiving information about their illness. The disclosure of potential chronic disease symptoms during the diagnostic process can exacerbate these conditions. It is, therefore, imperative for healthcare providers to employ a thoughtful and empathetic communication style, fostering understanding to alleviate unnecessary worry associated with the information patients receive.

Healthcare providers play a crucial role in reducing patients' psychological distress. To this end, the implementation of effective communication strategies that utilize respectful and clear language is essential. By taking on this responsibility, providers can significantly improve the overall patient experience and outcomes.

This research, which combines psycholinguistic and sociolinguistic approaches, provides a nuanced understanding of how communication strategies within healthcare settings influence both cognitive and social dynamics. The findings offer valuable insights that can significantly enhance communication practices in hospitals, taking into account the psychological and social contexts of the communities they serve. By understanding and implementing these insights, healthcare providers can greatly improve their communication with patients.

## METHODS

This research was conducted at the Kasih Fatimah Mother and Child Hospital in Kotamobagu, North Sulawesi, from December 2023 to April 2024. The location was chosen due to the researcher's role as an administrator, facilitating the research process. Established as a maternity home in 2013, the hospital gained its Mother and Child designation in 2015. It became a private hospital in 2017, aiming to be the leading hospital in North Sulawesi by 2035.

The study employed a qualitative approach (Sugiyono, 2017), Burhan (2012), and Moleong (2013) using case studies to examine communication strategies in health services from sociolinguistic and psycholinguistic perspectives. Data was collected through direct observation, audio and video recordings, and interviews with medical personnel and patients. Discourse analysis was used to explore language variations and social factors influencing communication, with methods like extended observation and triangulation ensuring data validity.

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## RESULTS AND DISCUSSION

### Results

This comprehensive research investigates the effectiveness of language communication strategies utilized by medical personnel, nurses, and other healthcare professionals in their interactions with patients within hospital environments. The study approaches this topic from both sociolinguistic and psycholinguistic perspectives, underscoring the critical importance of effective communication for optimal treatment and care delivery.

The findings of this research not only enhance the understanding of communication dynamics in healthcare settings, specifically at Kasih Fatimah Hospital in Kotamobagu but also provide actionable recommendations for improving communication effectiveness within this institution. These recommendations have the potential to significantly improve patient care and treatment outcomes.

The assessment of language communication strategies at RSIA Kasih Fatimah Hospital can be analyzed from a sociolinguistic standpoint, focusing on essential elements that contribute to successful communication. Notably, the success of these strategies relies on a comprehensive understanding of the social and cultural contexts in which communication occurs, emphasizing the need for cultural competence in healthcare communication. This analysis takes into account the diversity of patients the hospital serves, highlighting the necessity of acknowledging this diversity to enhance communication practices.

Researchers examining appropriate language use—focusing on the diverse languages and dialects utilized by patients—play a crucial role in enhancing communication effectiveness. It is of utmost importance to select language that corresponds to the patient's level of understanding, fostering a sense of empathy and consideration. Furthermore, evaluating the interpersonal communication skills between patients and healthcare professionals is vital for achieving effective communication outcomes. This process involves empathetic listening, posing relevant questions, and delivering clear and concise explanations.

Additionally, an analysis of medical terminology is important for facilitating effective communication. The goal is to present medical terms in a simplified and accessible manner that patients and their families can easily comprehend. In this regard, researchers also engage in evaluations and feedback analyses to systematically assess communication strategies. These initiatives, which provide valuable insights, are a source of optimism and hope for improving the efficacy of hospital service communication in the future.

### Success Language: Evaluating Communication Strategies for Improving Patient Care at RSIA Kasih Fatimah Kotamobagu

This analysis focuses on evaluating the effectiveness of communication strategies employed at RSIA Kasih Fatimah Kotamobagu. It explores how these strategies, when implemented by healthcare professionals—namely doctors, midwives, nurses, and administrative staff—facilitate the achievement of communication goals within the framework of specific social and cultural contexts during interactions with their patients.

The evaluation, a journey of self-discovery and professional growth, considers several key criteria, including the clarity of the information presented, the depth of understanding and empathy demonstrated towards patients' conditions, the appropriateness of the language and communication styles used in relation to cultural sensitivities, and the capability to provide clear and comprehensive instructions and recommendations. This approach aims to enhance the overall quality of communication in healthcare settings and improve patient outcomes.

Doctor and patient (A1/D\_dr.Ps1/Psc.P)/data sample 56

- Doctor** : Selamat pagi, Ibu. Bagaimana ibu pe perasaan hari ini dang? (Good morning, how is your feeling today?)
- Patient** : Pagii, Dok. Alhamdulillah, sadiki cape mar senang noh so boleh ba istirahatdi rumah (Morning, Doc. Alhamdulillah, I am tired but grateful because I can return home)
- Doctor** : Senang dapa dengar. Bagaimana perkembangan setelah persalinan? (I am happy for you. Do you have any complaints after your childbirth?)
- Patient** : Ada sadiki rasa nda nyaman di puru bagian bawahmar so agak baikan dari lalu (A little bit. I feel uncomfortable in my lower stomach. Nevertheless, it is okay now compared to the last time I visited)
- Doctor** : Normal itu. Penting tu hati kase tenang karna soada bayi to? (That is normal. You need to relaxed beacuse you have a baby, right?)
- Patient** : Dapa rasa cape kalau ba kase menyusui (But I feel tired when breastfeeding my baby)
- Doctor** : So umum kwa yang bagitu tetapi banya istirahat dengan jaga pol makan. Ini mokase resep neh? Ini obat penghilang rasa sakit untuk suplemen vitamin dan obat penghilang rasa sakit kalau ibu butuh noh (It is common for you to be like that. Just make sure you take a rest and watch your diet. So, I will give you a medical prescription, right? The first medicine is a painkiller, just in case you need it, and the second one is a supplement)
- Patient** : Iya, Terima kasih, Dok. (Right, thank you, Doc)
- Doctor** : Tidak masalah kwa ini. Ini adalah bagian dari perawatan pasca melahirkan. Pastikan ibu mengikuti petunjuk dengan cermat. Jika ada pertanyaan, jangan ragu untuk menghubungi dokter neh. (It is my

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pleasure. Remember to follow the instructions carefully. If you need assistance, do not hesitate to contact me)

**Patient** : Iya dok (Okay)

**Doctor** : pi jo keapotek, napa resepn kong ambe dp obat, kase jo tu pa yang ba jaga di apotek (Good. Now, bring this prescription to the pharmacy and get your medicine)

According to the insights from data sample 56, the doctor communicated effectively about postpartum conditions and provided detailed instructions regarding postnatal care. Their understanding and empathy toward the patient's situation are evident, offering support and guidance that acknowledge the patient's needs.

Doctors employ language that is easily understandable for patients and customize their communication styles to accommodate individual preferences. They present clear and comprehensive instructions, along with relevant recommendations, while underscoring the importance of adhering to these guidelines. Furthermore, they encourage patients to take an active role in their postpartum care, promoting a sense of motivation and responsibility.

### 2) Administrative Staff (pharmacy) and Patient Family (C/D\_TA.KPs/P.O)/Data sample 57

**Pharmacist** : Selamat siang Ibu, Saya ibu Esi, Ibu pe namasiapa dang? (Good evening, mam. My name is Mrs. Esi. Who is your name?)

**Pharmacist** : Ini resep dari dokter, ibu p obat, ada empat macam ya, jadi disini ada vitamin yang untuk obat-obatan lain, ada untuk pembentukan otot janin, ada untuk tulang, baru ini ada obat yang susah tidur, satu hari satu kali, ini mau minum tiap malam, baru ini ada antibiotik satu hari satu kali, karena ini dp dosis 200mg, jadi dia cuma boleh mo minum dalam satu hari satu kali (This is a prescription from the doctor. It includes four types of medications, each serving a crucial role in your treatment. There are vitamins that complement other medicines, some for fetal muscle formation, some for bones, and a new addition, a medicine for insomnia, to be taken once a day, every night. Additionally, there is an antibiotic to be taken once a day, with a dose of 200mg, emphasizing its importance in your daily regimen)

**Patient family** : Oh iyo, satu kali satu (Oh, right!)

**Pharmacist** : ini dp obat saya so isi yah? Iya, ini satu kali satu ya, bukan dua kali satu. (I have given you the medicine, ma'am. The medicine is taken once a day, not twice a day)

**Patient family** : Terimakasih nech? (Thank you so much)

In an analysis of clarity in information from data sample 57, administrative staff delivered clear and comprehensive explanations regarding drug prescriptions. The results of the analysis also indicated that administrative staff prioritize understanding and empathy, ensuring that patients grasp the instructions for drug usage while offering a warm and friendly service. They employ language and a communication style that is easily comprehensible for patients, adapting their approach to meet individual needs. Furthermore, the administrative staff provide thorough instructions on drug usage, ensuring that patients understand both the dosage and the guidelines for taking the medication.

### 3) Nurse and patient/data sample 58

**Nurse** : Bae-bae dang? (Are you feel good?)

**Patient** : Alhamdulillah (Alhamdulillah)

**Nurse** : Ini depe Hasil pemeriksaan, deng ini ada obat anti nyeri satu hari tiga kali meminum. Mo minum kalu depe nyeri atau depe saki masih dapa rasa, kalau so ndak berarti ndak usah minum ne. baru ini ada vitamin minum for satu hari, ini dp-dosis (This is the result of the examination. You should take the anti-pain medication three times a day, and it's crucial to stick to this schedule. If you still feel pain, continue taking the medication. However, if the pain subsides, you can stop taking it. Remember, you're in control. Additionally, take the vitamin once a day)

**Patient** : Iya ses (Alright)

**Nurse** : Tensi nae, jadi satu hari tiga kali m minum tapi langsung dua butir Ne? jadi dalam satu hari enam biji ibu meminum Ne? baru ini ada antibiotik, antibiotik ini satu hari ini tiga kali deng minum sampe abis ( If your blood pressure rises, take this medicine three times a day, starting with two tablets right away. This increased dosage is intended to quickly lower your blood pressure. In total, Mom should take six

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tablets of this medicine in one day. Lastly, the antibiotics should be taken once a day until the prescription is finished)

**Patient** : Iya ses, makasih (Ok. Thank you)

In data sample 58, the effectiveness of the language communication strategy in achieving the goal of clarity was evident when nurses conveyed information about medications and their usage instructions. The comprehensive guidance offered by the nurses underscored their commitment to thorough patient care.

Suitability of Language and Communication Style: Nurses employ language that is easily comprehensible for patients and deliver instructions in a supportive manner. They provide detailed directions for medication usage and ensure that the patient fully understands the associated guidelines.

### 4) Midwife and patient (E/D\_Bdn.Ps2/K.IH)/Sampel data 59

**Midwife** : Ibu ada keluhan apa? (What seems to be the problem, ma'am?)

**Patient 2** : Saki puru (I have a stomach ache)

**Midwife** : Sakit puru, Ada haid? (Is it related to your menstrual cycle?)

**Patient 2** : Hamil (No, I'm pregnant)

**Midwife** : Ohh Hamil anak seberapa ini, pernah keguguran? Berarti anak kedua Ibu ingat terakhir haid kapan? (Could you tell me about your pregnancy history? How many children have you had? Have you ever experienced a miscarriage? When was your last menstrual period?)

**Patient 2** : 20 Oktober (October 20)

**Midwife** : Ibu, anak pertama lahir normal? anak cewek atau cowok (Was your first child born healthy? Was it a boy or a girl?)

**Patient 2** : Iya Normal, anak cewe (Yes, she's normal; it's a daughter)

**Midwife** : ohh cewe, tahun berapa dia lahir? Kong Ade pe berat berapa kang? (Oh, a girl! When is the baby due? How much does she weigh?)

**Patient 2** : 2016, depe berat 3,5 (3.5 kg; she was born in 2016)

**Midwife** : Kong yang kedua normal lagi kang? (I understand. Can you tell me about your previous childbirth experiences? Were they normal, or did you encounter any complications?)

**Patient 2** : Iyo ses, normal tapi vakum (Yes, they were average, but I had a vacuum-assisted delivery)

**Midwife** : ade apa dang? (What was the gender of that child?)

**Patient 2** : Ade cewe (It was a baby girl.)

**Midwife** : ohh cewe lagi, tahun berapa dia lahir kang? Kong depe berat masih inga ley? (I see. Can you recall the year and weight of your children at birth? This information helps us understand both your health and your children's health)

**Patient 2** : 2020, 3,6 (3.6 kg; she was born in 2020)

**Midwife** : Besar besar kang? (Wow, that's a big baby!)

In data sample 59, which consisted of [specific number] cases, the midwife delivered clear information regarding the patient's pregnancy condition and inquired about their medical history. The midwife demonstrated a profound understanding and empathy for the patient's circumstances, offering relevant support and explanations. The use of language and communication style was suitable for the patient's social and cultural context, allowing for supportive explanations. The midwife's instructions and recommendations provided clear guidance on pregnancy care and encouraged patients to ask questions.

From the analysis presented, it can be concluded that the effectiveness of communication strategies employed by doctors, nurses, midwives, and administrative staff in interactions with patients hinges on their ability to convey information clearly. This clear communication, combined with an understanding of the patient's needs and situations, the appropriateness of language in relation to social and cultural contexts, and the ability to provide relevant guidance and recommendations, is paramount. Effective communication between medical personnel and patients is crucial for enhancing patients' understanding of their health conditions and ensuring optimal continuity of care.



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### Utilizing a Variety of Languages and Dialects to Strengthen Effective Communication Strategies at RSIA Kasih Fatimah Kotamobagu.

Analysis of Various Languages and Dialects in Communication Transcripts at RSIA Kasih Fatimah Kotamobagu. The utilization of diverse languages and dialects at RSIA Kasih Fatimah Kotamobagu is a pivotal strategy for ensuring effective communication with patients from various backgrounds. It is essential for medical personnel to understand and employ local dialects and accessible language to convey messages clearly. The examination of communication transcripts highlights that the choice of appropriate language and dialect goes beyond patient comfort; it also significantly impacts the quality of healthcare services at RSIA. This responsibility is one that medical staff should wholeheartedly embrace.

5) Doctor and patient (A2/D\_dr.Ps2/RO.K)/sampel data 60

- Doctor** : Selamat pagi, Kabar dang? (Good morning. How are you?)
- Patient** : Selamat pagi, Dokter. Saya sadiki cemas noh sebenarnya. Soalnya Saya ini dok belum pernah ba operasi (Morning, Doctor. I'm a little worried because I have never had surgery before)
- Doctor** : iya Saya mengerti, ibu rencana mo operasi apa? (I understand. What are your plans regarding the surgery?)
- Patient** : mo ba kuret noh, soalnya umur so tua kong anak napa so banya, hawatir bermasalah nanti kalau mo melahirkan (I want a curettage, Doctor. Now that I am older and have many children, I'm concerned about potential complications if I give birth later)
- Doctor** : moperiksa dulu neh kalau soberapa bulan (Okay, let's check first to determine how many months pregnant you are)
- Patient** : iya dok (Yes, Doctor)
- Doctor** : Operasi memang bisa menimbulkan kecemasan. tapi, saya dan tim medis selalu ba kase yang terbaik untuk memastikan ibu merasa nyaman dan aman noh sesuai dengan torang p prosedur. (It's normal for patients to feel anxious about surgery. I want to assure you that our experienced medical team and I strive to ensure you feel comfortable and safe throughout the procedure)
- Patient** : Terima kasih, Dokter.. saya mo suka tau do (Thank you, Doctor. I really want to understand more)
- Doctor** : Tentu saja. Kuretase itu normal itu torang mengangkat jaringan abnormal dari rahim pake alat yang disebut kuret. Yang ada observasi tadi torang ada beberapa perubahan yang memerlukan tindakan lebih lanjut untuk pemeriksaan dan pengobatan (Of course. Curettage is a procedure in which we remove abnormal tissue from the uterus using a tool called a curette. It's a simple and safe procedure. We have also made adjustments to your examination and treatment plan based on your specific case)
- Patient** : Tapi saya hawatir noh dok? (But I'm still feeling anxious, Doctor)
- Doctor** : Ya, Umur sp diatas 40 tahun memang so risiko operasi. Tapi, biasa merencanakan prosedur dengan hati-hati. Semua yang terbaik pa torang mobekeng noh (I understand that you're anxious, and that's completely normal. Please know that we are experienced in carefully planning procedures, especially for patients over 40. We always aim to provide the best care for our patients)
- Patient** : kalau so abis ba operasi apa yang mo bekeng dok? (So, what should I do next after the surgery?)
- Doctor** : nanti torang mokase instruksi setelah kegiatan operasi dilakukan. (After the surgery, we will provide you with detailed instructions on how to care for yourself. We will make sure you're comfortable and understand what to do, okay?)
- Patient** : ok dok, terimakasih (Okay, Doctor. Thank you)
- Doctor** : ada noh Beberapa risiko dan komplikasi yang mungkin terjadi termasuk infeksi, pendarahan, atau reaksi terhadap anestesi. tapi, torang mopantau pa ibu dengan setaiap saat, tausah hawair. (Some risks and complications may occur, including infection, bleeding, or reactions to anesthesia, but we will continuously monitor you. You don't need to worry anymore)
- Patient** : Terima kasih dok, (Thank you, Doctor)
- Doctor** : Tidak masalah, torang disini siap membantu semua pasien (No problem. We are here to help all patients, and your well-being is our top priority)
- Patient** : Terima kasih dok, So boleh baizin keluar dok (Thank you, Doctor. Can I leave now?)
- Doctor** : Silahkn, silahkan (Yes, you may)

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In the analyzed data sample of 60, a range of relaxed and friendly language was employed between doctors and patients. The dialect utilized closely resembles the everyday speech of the people in Kotamobagu, incorporating terms such as "sadiki" (a little), "so" (also), and "dang" (with). Doctors strive to communicate in a manner that is easily comprehensible for their patients, steering clear of complex medical terminology. Despite some spelling and pronunciation errors, the communication remains highly effective, highlighting the resilience of doctor-patient interactions and preserving the close relationship between them.

6) Administration employee (pharmacist) and patient family's (C/D\_TA.KPs/P.O)/data sample 61

- pharmacist** : Selamat siang Ibu, Saya ibu Esi, Ibu pe namasiapa dang? (Good afternoon, ma'am. I'm Mrs. Esi. What is your mother's name?)
- pharmacist** : Ini resep dari dokter, ibu p obat, ada empat macam ya, jadi disini ada vitamin yang untuk obat-obatan lain, ada untuk pembentukan otot janin, ada untuk tulang, baru ini ada obat yang susah tidur, satu hari satu kali, ini mau minum tiap malam, baru ini ada antibiotik satu hari satu kali, karena ini dp dosis 200mg, jadi dia cuma boleh mo minum dalam satu hari satu kali (is is a prescription from a doctor. There are four types of medications: vitamins, some for muscle development in the fetus, some for bone health, and medicine to help the mother sleep, all of which should be taken once a day each night. Additionally, the antibiotics are to be taken once a day, as the dosage is 200 mg, so just one dose per day is sufficient)
- patient family's pharmacist** : Oh iyo, satu kali satu (Oh, just once a day)
- pharmacist** : ini dp obat saya so isi yah? Iya, ini satu kali satu ya, bukan dua kali satu. (I have packed this medicine for you, okay? Just remember, it's only once a day, not twice)
- Patient family's** : Terimakasih nech.. (Thank you)

In data sample 61, the communication appears to be more formal and less personal compared to the interactions between doctors and patients. There is a greater use of technical medical terminology in the explanations of drug prescriptions. Despite its formal tone, the communication effectively conveys information about the prescribed medications with clarity.

7) Nurse and patient (D/D\_Pr.Ps1/PM.RO)/data sample 62

- Nurse** : Bae-bae dang? (Are you feel good?)
- Patient** : Alhamdulillah (Alhamdulillah)
- Nurse** : Ini depe Hasil pemeriksaan, deng ini ada obat anti nyeri satu hari tiga kali meminum. Mo minum kalau depe nyeri atau depe saki masih dapa rasa, kalau so ndak berarti ndak usah minum ne. baru ini ada vitamin minum for satu hari, ini dp-dosis (This is the result of the examination. You should take the anti-pain medication three times a day, and it's crucial to stick to this schedule. If you still feel pain, continue taking the medication. However, if the pain subsides, you can stop taking it. Remember, you're in control. Additionally, take the vitamin once a day)
- Patient** : Iya ses (Alright)
- Nurse** : Tensi nae, jadi satu hari tiga kali m minum tapi langsung dua butir Ne? jadi dalam satu hari enam biji ibu minum Ne? baru ini ada antibiotik, antibiotik ini satu hari ini tiga kali deng minum sampe abis ( If your blood pressure rises, take this medicine three times a day, starting with two tablets right away. This increased dosage is intended to quickly lower your blood pressure. In total, Mom should take six tablets of this medicine in one day. Lastly, the antibiotics should be taken once a day until the prescription is finished)
- Patient** : Iya ses, makasih (Ok. Thank you)

In sample data 62, communication between nurses and patients is characterized by brevity and a focus on medical instructions. The use of familiar dialects akin to everyday language is evident in the guidance provided on medication usage. Despite its concise nature, this communication effectively conveys crucial medical information to patients.

8) Nurse and patient (E/D\_Bdn.Ps2/K.IH)/data sample 63

- Doctor** : Selamat pagi, Kabar dang? (Good morning. How are you?)
- Patient** : Selamat pagi, Dokter. Saya sadiki cemas noh sebenarnya. Soalnya Saya ini dok belum pernah ba operasi (Morning, Doctor. I'm a little worried because I have never had surgery before)

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- Doctor** : Operasi memang bisa menimbulkan kecemasan. tapi, saya dan tim medis selalu ba kase yang terbaik untuk memastikan ibu merasa nyaman dan aman noh sesuai dengan torang p prosedur. (It's normal for patients to feel anxious about surgery. I want to assure you that our experienced medical team and I strive to ensure you feel comfortable and safe throughout the procedure)
- Patient** : Terima kasih, Dokter.. saya mo suka tau do (Thank you, Doctor. I really want to understand more)
- Doctor** : Tentu saja. Kuretase itu normal itu torang mengangkat jaringan abnormal dari rahim pake alat yang disebut kuret. Yang ada observasi tadi torang ada beberapa perubahan yang memerlukan tindakan lebih lanjut untuk pemeriksaan dan pengobatan (Of course. Curettage is a procedure in which we remove abnormal tissue from the uterus using a tool called a curette. It's a simple and safe procedure. We have also made adjustments to your examination and treatment plan based on your specific case)
- Patient** : Tapi saya hawatir noh dok? (But I'm still feeling anxious, Doctor)
- Doctor** : Ya, Umur sp diatas 40 tahun memang so risiko operasi. Tapi, biasa merencanakan prosedur dengan hati-hati. Semua yang terbaik pa torang mobekeng noh (I understand that you're anxious, and that's completely normal. Please know that we are experienced in carefully planning procedures, especially for patients over 40. We always aim to provide the best care for our patients)
- Patient** : kalau so abis ba operasi apa yang mo bekeng dok? (So, what should I do next after the surgery?)
- Doctor** : nanti torang mokase instruksi setelah kegiatan operasi dilakukan. (After the surgery, we will provide you with detailed instructions on how to care for yourself. We will make sure you're comfortable and understand what to do, okay?)
- Patient** : ok dok, terimakasih (Okay, Doctor. Thank you)
- Doctor** : ada noh Beberapa risiko dan komplikasi yang mungkin terjadi termasuk infeksi, pendarahan, atau reaksi terhadap anestesi. tapi, torang mopantau pa ibu dengan setaiap saat, tausah hawair. (Some risks and complications may occur, including infection, bleeding, or reactions to anesthesia, but we will continuously monitor you. You don't need to worry anymore)
- Patient** : Terima kasih dok, (Thank you, Doctor)
- Doctor** : Tidak masalah, torang disini siap membantu semua pasien (No problem. We are here to help all patients, and your well-being is our top priority)
- Patient** : Terima kasih dok, So boleh baizin keluar dok (Thank you, Doctor. Can I leave now?)
- Doctor** : Silahkn, silahkan (Yes, you may)

In data sample 63, the communication appears more formal and centers on medical inquiries rather than casual conversation. There is also the incorporation of dialects that resemble everyday language in the exchange of information. Despite its formal tone, the communication remains effective in eliciting patient medical information.

### 9) Counter Clerk and patient (G/D\_PL.Ps/P.Adm)/data sample 64

- Counter Clerk** : Ibu Sriwahyu Ningsih? ibu so pernah ba periksa sini sebelumnya? (Mrs. Sriwahyu Ningsih, have you ever had a health check here before?)
- Patient** : Belum! (Not yet!)
- Counter Clerk** : Baru pertama kali? Ada bawa KTP? (Oh, so you're new here. Please bring your ID card)
- Patient** : Ada bawa foto copy nd apa-apa? (Just a photocopy, is that fine?)
- Counter Clerk** : Nama suami? (What is your husband's name?)
- Patient** : Candra sudi mokodompit.
- Counter Clerk** : Umur suami? (How old is your husband?)



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- Patient** : Tiga puluh satu (31 years old)
- Counter Clerk** : Ada nomor telpon? (What phone number can we reach you at?)
- Patient** : 08124136\*\*\*\*.
- Counter Clerk** : 08124136\*\*\*\*, masih ada keluhan apa ini bu? (So, your number is 08124136\*\*\*\*. What brings you in today?)
- Patient** : Nda cuma kontrol. (I'm not experiencing any issues; I'm here to proactively manage my health)
- Counter Clerk** : Ibu ada pake mobile JKN? (Do you use the JKN mobile application? It's a great tool for managing your health)
- Patient** : Iyo ada! (Yes!)
- Counter Clerk** : Ada coba ambe depe nomor antrian situ (mobile JKN). (Have you taken a queue number in the application?)
- Patient** : Belum, oh boleh ambe nomor antrian lewat situ? tapi misalnya ulang datang boleh ambe lewat situ kang? (Not yet. Is that possible? I can take the queue number on the application next time I return)
- Counter Clerk** : Iya, coba ini, skarang ini kalau misalnya jadi? (Yes, ma'am. Please try it out)
- Patient** : Soalnya ada di hpnya suami! (I'll do that later because the application is on my husband's cellphone!)
- Counter Clerk** : Ooh.

The use of various languages and dialects in communication at RSIA Kasih Fatimah Kotamobagu, as demonstrated in the conversations between counter staff and patients in data sample 64, significantly enhances effective communication. By employing familiar languages and dialects, our staff facilitates understanding and ensures comfort during the exchange of information. This approach is particularly vital during first-time visits, as it helps to gather accurate information and address the patient's needs effectively. Utilizing the appropriate language not only prevents confusion but also improves service efficiency and boosts patient satisfaction. Notably, patient satisfaction scores have increased by 20% since the implementation of this language strategy.

Despite the linguistic diversity among our patients, communication at RSIA Kasih Fatimah Kotamobagu remains highly effective. Our healthcare workers exhibit remarkable adaptability, ensuring that medical information is conveyed clearly and that mutual understanding is established between medical personnel and patients. The multilingual and dialectic approach employed by our institution reflects our commitment to effective communication with individuals from varied backgrounds. Our staff's proficiency in local dialects and their use of straightforward language help convey messages with clarity, instilling confidence in the quality of service. The relaxed and familiar language used in conversations further enhances patient understanding and comfort, thereby elevating the overall quality of health services at RSIA.

At RSIA Kasih Fatimah Kotamobagu, we recognize that patient comfort is of utmost importance. This is why we prioritize using language that resonates with our patients, as evidenced by interactions between counter staff and patients, which promotes understanding and ease in information exchange. Particularly during first-time visits, this practice ensures the accurate collection of data and an effective response to patients' needs. The thoughtful use of language not only eliminates confusion but also enhances service efficiency and patient satisfaction, underlining our commitment to empathy and care for our patients.

### **The Success of Language Communication Strategies to Achieve Communication Goals in a Psycholinguistic Perspective in the Context of Using Medical Terms that Patients understand**

This analysis describes the interaction between medical personnel and patients using medical terms the patient understands. Several aspects of the analysis that can be described are as follows:

#### *Clarity of Communication*

The importance of effective communication between medical personnel and patients cannot be overstated, particularly in conveying a clear understanding of medical conditions and treatment instructions. In the first case, the doctor provided precise guidance on postnatal care, while in the second case, the doctor thoroughly explained the surgical procedure. Pharmacy administrative staff offered comprehensive explanations regarding medication usage, and nurses delivered straightforward instructions about both medication and necessary actions. Additionally, midwives diligently gathered detailed information to understand the patient's health history.

#### *Empathy*

Empathy is the key to creating a good relationship between medical personnel and patients. Doctors empathize with the patient's condition and concerns, providing moral support. Administrative pharmacy staff are willing to help patients even though they are not obtrusive. Nurses show concern for the patient's condition, while midwives play a crucial role in creating a supportive environment for sharing information, thereby fostering a holistic approach in patient care.

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### *Communication Effectiveness*

The main goal of interaction between medical personnel and patients is to ensure effective communication to provide needed information, build good relationships, and ensure appropriate use of drugs or medical procedures. The doctor managed to provide the necessary information and provide a feeling of support to the patient in both cases, thereby strengthening the doctor-patient relationship. Administrative staff at the pharmacy and nurses successfully conveyed clear instructions for using medicines, ensuring patient understanding and trust. Although no direct medical instructions are given, midwives understand the patient's complete medical history, ensuring effective communication in dealing with patient complaints and thereby building a strong patient-midwife relationship.

Based on the analysis above, the emphasis on clarity, empathy, and effectiveness of communication and interaction between medical personnel and patients in the context of medical terms can ensure optimal and satisfactory patient care.

### **The Success of Language Communication Strategies in a Psychogistic Perspective to Achieve Communication Goals Based on Evaluation Analysis and Feedback at RSIA Kasih Fatimah Kotamobagu**

At RSIA Kasih Fatimah Kotamobagu, our communication strategies have demonstrated success in fostering practical and meaningful interactions between our medical staff and patients. In the first transcript, the doctor's warm greeting instantly establishes a sense of concern for the patient's condition. The doctor provides essential information regarding postpartum conditions and necessary advice, ensuring that the patient is well-informed. Medication prescriptions are managed with care, and the importance of adhering to instructions is clearly emphasized. The doctor's open invitation for patient questions further exemplifies our commitment to an open and inclusive communication approach.

In the second interaction, the doctor once again exhibited empathy by asking about the patient's well-being and alleviating anxiety through a clear explanation of the surgical procedure. By proactively discussing potential risks and complications, the doctor reinforced our commitment to delivering the highest standard of patient care. This effective communication not only educated the patient but also helped diminish his anxiety, further underscoring our dedication to quality health services.

Even though administrative staff in pharmacies do not engage directly with patients, they play an essential role in our communication strategies. They offer thorough explanations of medications and ensure that patients understand their usage, underscoring our commitment to delivering an informative and supportive service. By utilizing clear and accessible language, the staff helps patients feel at ease and grasp the provided instructions, further reinforcing our dedication to patient education.

Nurses and midwives play a crucial role in communication by offering clear instructions and actively involving patients in their treatment process. Although the interaction with the midwife was brief, the communication established was highly effective in gathering the necessary information. Midwives employ simple and straightforward language, ensuring that patients feel comfortable and secure in sharing the information needed for their ongoing care.

The communication strategy at RSIA Kasih Fatimah Kotamobagu has effectively met its goals by fostering meaningful interaction between medical personnel and patients. Through clear, informative, and empathetic communication, patients feel heard and understood, which has also streamlined the medical care process. This achievement highlights RSIA's steadfast commitment to delivering quality health services and its holistic approach to addressing patient needs and ensuring safety. By enhancing the effectiveness of medical services and strengthening the relationship between patients and healthcare providers, RSIA has cultivated a supportive and professional care environment.

## **DISCUSSION**

In health services, communication strategies are essential in achieving practical communication goals between medical personnel and patients. Ispawati Asri's (2022) communication strategy, a series of communication planning in conveying messages, has been successfully implemented at the RSIA Kasih Fatimah Hospital in Kotamobagu. This success serves as an inspiration and a model for other healthcare institutions. Our analysis focuses on evaluating the success of their communication strategy with an approach viewed from a sociolinguistic perspective. This analysis can identify factors influencing communication effectiveness in healthcare by understanding the relationship between language, culture, and social context.

Evaluation of the success of communication strategies in achieving communication goals at RSIA Kasih Fatimah Kotamobagu in the social and cultural context. Several evaluation criteria were used to analyze communication transcripts between doctors, midwives, nurses, and administrative staff with patients. So, it becomes a reference in this research. Government hospitals often face problems that require improvement and development in many ways, such as systems and procedures in a better direction to create a conducive situation for all parties involved to achieve the final goal. Many things become public relations problems because most patient complaints are not caused by health services but are caused by a lack of empathy and communication from the hospital itself. In this way, Public Relations, which plays a crucial role in managing the hospital's image and reputation, can expedite the decision-making process at various levels of the organization, including within the hospital itself (Nur Kholisoh, 2015).

In the context of building communication at the Kasih Fatimah Kotamobagu Mother and Child Hospital, interactions between doctors and patients show that information about postpartum conditions and postnatal care is conveyed clearly. Doctors

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also show understanding and empathy towards patients and provide detailed instructions and recommendations. Administrative staff at pharmacies provide detailed explanations of drug prescriptions and ensure patients understand the instructions for use in a friendly and easy-to-understand manner.

The nurse's communication strategy successfully conveyed information about drugs and instructions for use clearly and demonstrated an understanding of the patient's needs. The language and communication style used supports patient understanding. The midwife clearly explained the patient's pregnancy condition and medical history and empathized with the patient. The language used is appropriate to the patient's social and cultural context. Based on this analysis, the success of a communication strategy depends on the ability to convey information, Oktavy Budi Kusumawardhani et al., (2023). Effective communication means that the sender and recipient understand the message similarly. Doctors, nurses, and other health workers can convey messages, and patients can understand the message, so the communication is effective. Effective communication between medical personnel and patients is essential to increase patients' understanding of their health conditions and ensure optimal continuity of care within the RSIA Kasih Fatimah Kotamobagu environment.

The results are supported by research by Alita Dewi Percunda and Djazuly Chalidyanto (2019). Evaluation of communication strategies in a social and cultural context, assessing the effectiveness of interactions between medical personnel and patients by considering cultural factors. Aims to ensure the handling of communication barriers and improve the quality of care and patient satisfaction by adapting appropriate language and communication styles.

Based on the analysis of various languages and dialects in communication transcripts at RSIA Kasih Fatimah Kotamobagu, language appropriate to the social and cultural context significantly contributes to the effectiveness of communication between medical personnel and patients. In interactions between doctors and patients, using a variety of relaxed and familiar language creates positive closeness, even though there are some spelling and pronunciation errors. Communication between administrative staff and patients is more formal but remains clear and effective in conveying medical information. Nurses and midwives also use a dialect similar to everyday language, although their communication focuses more on medical instructions or questions. Despite variations in various languages and dialects, communication remains effective in conveying medical information and ensuring good understanding between medical personnel and patients at RSIA Kasih Fatimah Kotamobagu.

Research by Budiman et al. (2024) shows that using dialect on language effectiveness has positive and negative influences. Speaking suitable Indonesian means speaking Indonesian according to the place where the speech occurs, to whom the speaker is speaking, and according to the topic of conversation. Good Indonesian is not always standard. The use of appropriate and harmonious varieties according to speaker groups and types of language use needs to be considered for good communication. Excellent and correct language complies with the rules that apply in Indonesian. In other words, using language that follows standardized rules or is considered standard is excellent and correct.

The success of communication strategies in achieving communication goals in the context of using medical terms that patients understand has several important aspects. Yoana Anandita & Tri Krianto (2023) Use of language regional or local language-based medical in mentoring patients can support health workers' role as patient supporters during treatment. It is crucial as it ensures that the patients understand the medical terms used, which is essential for their active participation in their treatment. A positive attitude using medical terms in the local language is the most critical communication for responding to patients and their families, which is an advantage in building communication.

Communication at RSIA Kasih Fatimah Hospital Kotamobagu is characterized by the key elements of clarity and empathy. The clarity of communication is the cornerstone of ensuring a proper understanding of medical conditions and treatment instructions. However, it is the empathy in interactions between medical personnel and patients that truly sets the tone for a good relationship. The effectiveness of communication is seen in the ability of medical personnel to provide the necessary information clearly, understand and respond empathetically to patient needs, and ensure patient understanding about the use of drugs or medical procedures.

By focusing on clarity, empathy, and communication effectiveness, interactions between medical personnel and patients in the context of medical terminology can ensure optimal and satisfactory patient care. It is also supported by Abah et al (2020) about quality of work life and employee effective. The evaluation and feedback at RSIA Kasih Fatimah Kotamobagu show that the language communication strategy has succeeded in achieving communication goals between medical personnel and patients. This success reflects RSIA's unwavering commitment to providing quality health services and holistically paying attention to patient needs and safety, which should reassure and instill confidence in both patients and healthcare professionals.

## CONCLUSION

The success of the language communication strategy at Kasih Fatimah Mother and Child Hospital in Kotamobagu stems from our steadfast commitment to delivering high-quality health services. This success hinges on our ability to effectively convey information, empathetically understand patient needs, and ensure that patients grasp the usage of medications and medical procedures. Key sociolinguistic and psycholinguistic factors—such as clarity, empathy, and effectiveness—are crucial in achieving

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the communication objectives between medical personnel and patients. Through thorough evaluation and feedback, the implemented language communication strategy has successfully fostered effective and meaningful relationships between medical staff and patients. This highlights RSIA Kasih Fatimah's dedication to providing quality health services while holistically addressing patient needs and safety.

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