

International Journal of Social Sciences

ISSN: 2305 - 4557

Volume 18th, Number 1, December 2013



**Publisher: ARF Sourcing Islamabad
Pakistan**

THE SEEKING FOR HEALTH INFORMATION BASED ON FAMILY MEDICINAL PLANTS THROUGH INTERPERSONAL COMMUNICATION IN WEST JAVA PROVINCE

¹Dr. IrianaBakti, M.Si, ²Dr. Evie Ariadne ShintaDewi, M.Pd. , ³Drs. RosnandarRomli, M.Si. ,
⁴HeruRyantoBudiana, S.Ag.,M.Si.

Lecturer of Department of Public Relations, Faculty of Communication Science
Padjadjaran University, Bandung, Indonesia

Email: ¹ iriana_bakti@yahoo.com, ² ariadneshintadewi@yahoo.com, ³ rosiro.romli@yahoo.co.id,
⁴ heru_humas@unpad.ac.id

Abstract

This article entitled "The Seeking For Health Information Based On Family Medicinal Plants Through Interpersonal Communication In West Java Province". The purpose of this research are firstly to identify communication channel being used for the seeking for health communication of family medicinal plants in West Java Province, secondly to determine the communicator credibility in every communication form in information dissemination about family medicinal plant in West Java, and thirdly to gain an understanding about the awareness of society on the importance of family medicinal plants in West Java.

To explore on communication channel being used by public in the process of searching for Toga (family medicinal plants) health information is through intrapersonal communication done by officer from affiliated institution and the head of the team.

Officer from affiliated institution and head of the team as Communicator have a high credibility which is consistent with the public perception that communication expert can be trusted in the delivery of the subject and in the end will create a high public appreciation on using the communication.

Public awareness on the importance of family medicinal plants among families in West Java is really high which can be seen in the knowledge level, evaluation, and their readiness in organizing their own family medicinal plants.

Keywords: intrapersonal communication, credibility and awareness

FOREWORD

Information is not suddenly appears, it needs to be seek out of the source. Information channel is one of the information sources for people. Information channel could be in the form of mass or social media and intrapersonal channel. Nowadays people are actively seeking for information through information media, which in the end become one of the important instruments in the national development.

One of the things that people are seeking into is information about medicinal plants which is being campaigned by the

government to be cultivated on the house yard or a designated place around the house.

Recently, campaign on family medicinal plants (or usually "toga", an acronym for family medicinal plants in Indonesian) to be cultivate by families on their yard or special landsite around the house has been carried out. Toga is homegrown plant, which has a medical benefit. Every family, independently, has the ability to cultivate this plant for the purpose of their own family's health.

Public has more awareness for the hazard or side effects of having chemical medication in a long term basis which developed a new realization to establish back to nature movement. This back to nature