

The Role of Digital Applications in the Promotion of Citizens' Health to Accelerate the Leadership of Rural Public Health Services

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ABSTRACT

This study discussed the role of digital technology applications in promoting public health efforts to accelerate technology-based health services. Our efforts to obtain data have been carried out in many journals and information sources related to health services and technology. We find the data electronically by searching for keywords. Then we analyze it under a phenomenological approach, which tries to understand health issues based on digital application technology. In our studies, we chose methods of the data coding system, in-depth analysis, high evaluation of the data, and interpreting the data to obtain valid and convincing findings. So, based on the findings that we have presented as well as the results of the discussions that we have conducted, we can say that the role of digital applications in efforts to accelerate health services and promotions for the community in the regions has given a belief that this digital application is indeed efficient and profitable because it can innovate services and also the acceleration of services from the government to people who need technology-based health services in the all-digital era. Hopefully, these findings will support further studies, especially among academics and practitioners in the field.

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1. Introduction

The rapid development of science, data, and information technology has expanded access to various data, including data on public health services in remote villages (Källander et al., 2013). The furor of Web 1.0 to 4.0 provides a more participatory climate, where sick people can get info and spread content on websites. Nowadays, the computerized time has also provided a system mechanism for the development of various stages, such as applications on sophisticated multi-purpose devices, websites, and computerized Health, where the use of advanced technology in health administration, health promotion, and various other health-related purposes is increasingly easy to utilize e-data Health, e-medical, related welfare, to general Health and welfare in the 4.0 revolution era (Kanchanachitra et al., 2011). It has also achieved significant changes in the area of health promotion. Presently, advances in computerized Health must be used to develop general public Health further. The motorized stage has become another means of improving Health and correspondence. This is not only a way to track health data but also to communicate, for example, with other people with similar medical conditions. In addition to getting additional information, the community also gets social assistance to improve the nature and Health of their community (DeVoe & Sears, 2013).

Most adults, incredibly sick people in the world, use the web to track data on public health services, especially those who are educated but cannot seek treatment. Social media has also become a vital data channel for more than 70% of adolescents and young adults (Gabarron & Wynn,

2016). Research on web-based mediation for weight loss, smoking cessation, and advancing real work has provided evidence of the tangible effects of computer-based health advances. Various meta-examinations show that this mediation strongly influences information extension, social assistance, behavior, and welfare status (McLaughlin et al., 2012). The advancement of healthcare in an age where everything is computerized faces different difficulties, such as administrative, social, and moral problems. The limitless world of computing makes health advertisers work faster to develop not only the best models for evolving behavior but also procedures to convince through health promotion for many people that more advanced health advancements can be considered as part of a positive routine to develop status further for better public Health which is also enforced by public authorities to reach the poorest communities in the villages (Balarajan et al., 2011).

In today's era, human civilization has gone through various eras, one of which is the era of communication that has entered digitally into public health services. The era of public communication and Health is where information activities dominate medical activities that reach public health services at large to regional areas. This change shows that the world of services in various countries, which was previously based on the industrial sector, is now shifting to the information sector, especially Health. The public has received information and can find information on their health services through cyberspace (Jimenez et al., 2020). McLuhan argues that media technology gives rise to resolution in society because of the effects of technology dependence. McLuhan's opinion explains a close relationship between technology, media, and society. The existence of human life today is also determined by the role of technology and media. Technological developments determine the way people think and behave. It can finally lead humans to adapt to every technological development, including cyberspace (Chen et al., 2018).

On the official website of the Ministry of Health of the Republic of Indonesia, it can be seen that on March 3, 2020, there was a 300% increase in website visits from before, with an average of 3,500-4,500 visitors per day. Meanwhile, impressions increased by 400%, with an average of 9,000 impressions per day. The visits and impressions are via Instagram, Facebook, and Twitter (Albugmi, 2021). This is an opportunity for health workers and takes advantage in conducting health promotion using cyberspace. It also prevents the spread of Covid-19. Several previous studies are relevant to this research, namely the research of (Miranda et al., 2016), which explains cyber public relations activities at the Bandung Adventist Hospital. Furthermore, Leonita's research on the role of social media in health promotion efforts states that social media contributes positively to health promotion efforts. Furthermore, (Rahmadiana et al., 2019) research on health communication states that there are several health communications, namely advocacy media, mass media, entertainment media, and the internet (Storey et al., 2014).

Besides, Neelakandan et al., (2020) on the job of a web-based social media application in health advancement endeavors expresses that virtual media contributes emphatically to health advancement endeavors. Next is Moran et al., (2018) work on health correspondence, a survey that expresses that there are a few sorts of wellbeing correspondence, specifically support media, broad communications, diversion media, and the digital application. Nonetheless, the past examination varies from this exploration regarding strategy and conversation. The technique in the past examination depicts how digital advertising exercises are completed by perception without making sense of the sort of the internet utilized. Moreover, this study sums up the consequences of exploration both abroad and locally regarding the direness of the utilization of the internet, its sorts and benefits, and impediments (Alsoufi et al., 2020).

What is more, in this study, the Health of data in getting personal information is obtained from respectable global work evidence and public health services in the countries with the goal that the data in the consequences of this study is valuable for communicators among medical persons in using the internet and digital application during in Indonesia. Given the abovementioned, the plan of the examination issue is "how is the digital application utilization in the world of public services information to whole area district?". Moreover, this study means deciding on using the digital tools in wellbeing information, which can aid medical experts in advancing services in remote and village areas.

2. Methods

Furthermore, this section will describe the steps for writing a health study with the title of digital

applications in promoting public health efforts to accelerate public health services in the region and regions (Yang et al., 2020). The first step is conducting a literature search relevant to this study. Then, we try to evaluate sources in the publications category that have a high impact, especially in technology and health services. Next, we look at themes and information that can cover knowledge gaps, among others, how the condition of technology development and health services such as in Puskesmas and other clinical centers is where the technology is not optimal. This may be due to the background of human resources in health services and the community itself, so we try to look at this theme and use it as the primary data (Qureshi & Syed, 2014). Next, we try to structure or online the steps and format of this review.

Moreover finally, we start by reviewing and reporting the results. We code the data to evaluate in detail and interpret when the data is sometimes not so relevant. However, with a qualitative approach, we will clarify the relevance of the data and the issues we raise (Davis, 2018). The process of searching for relevant literature that we mean above is through an electronic search on several scientific publications related to technology and health services in remote areas of the country. This study entirely depends on secondary data from book publications, journal articles, health reports, and other relevant websites (Choudhari & Bhalla, 2015). Our search is done by searching on a search engine by embedding keywords according to the keywords we took from the theme of the problem.

We looked at several literature review models in the online or reporting structure or in designing the format. Then we adopted a similar format so that this review study can meet the requirements and will prioritize these findings, which are valid and reliable in answering the main problem. Thus, among other the steps for writing this literature review, we started as described above, searching the literature, then evaluating sources, then identifying themes and problems, and finally, structuring and writing or communicating the findings with added discussion of the discussion (Manca & Ranieri, 2013).

3. Results and discussion

3.1 Health Value Improvement

Health advancement is seen as work to develop Health further: gaining ground, gathering support, and invigorating people and societies, and masses (Edwards, 2015). Increasing public Health is an effort to convey health data to the public exclusively or in meetings. In improving welfare, three kinds of targets are focused on (1) primary/essential targets, (2) second/choice targets, and (3) tertiary targets (Merga & Hu, 2016). Welfare promotion is a welfare program intended to improve, such as further development of behavior in local area groups and associations. Several procedures should try to understand welfare progress: Advocacy, the contribution of influential gatherings, and policymakers to convey welfare data. Social assistance, including welfare enhancement, will be more readily available, assuming that various components support this practice. This assistance consists of assistance from formal and casual figures. Strengthening the local area is the work of the region to follow and work on their Health. This is accomplished through a health instruction process (Kohl et al., 2012).

Improving welfare is likened to work to encourage local people to inspire so that they are willing and ready to follow and seek public Health. Based on the opinions above, it can be presumed that improving welfare is an effort and effort in conveying messages related to Health through a backing system using the assistance of all components and regional strengthening so that they are aware of and ready to follow its development. Furthermore, they understand the improvement of their Health. In health correspondence, there are several obstacles, in particular as follows: 1) related to government-funded training as a communicant in welfare improvement exercises; (2) culture; (3) local and village brain science (Dewi & Anisa, 2018).

3.2 Using Cyberspace in Raising Public Health

According to Thackeray & Hunter, (2010), the use of technology in the form of social media can trigger increased public knowledge about disease prevention, utilization of health access, respectful behavior towards treatment, and participation in making health decisions. Then the use of virtual world media can increase social support and share support with others so that people consciously spontaneously share good things related to changes in behavior to become the healthy they

experience. Next, the use of cyberspace as a medium for health promotion can realize increased public access to health messages and positive experiences, with the meaning of the word through cyberspace or social media being able to complement each other's conventional health promotion methods that have been carried out so far (Tsoy et al., 2021).

Then in terms of the components of the virtual world or social media, this is superior in terms of its broad reach and interactivity. In addition, according to Melzner et al., (2014), health promotion using cyberspace can be accessed in the workplace, especially regarding employees' occupational Health (Melzner et al., 2014). The research results also explained that exciting things were found in using social media to prevent diseases, such as efforts to stop smoking through health sites and Twitter. Then increase adolescent knowledge about reproductive Health through social media as a source of information. Then Christian et al., (2020) said that there was indeed an effect of health promotion by uploading videos on social media on the knowledge of MSG users among homemakers.

Furthermore, based on research, it is also said that other social networking sites that are frequently visited are the health web and Facebook as a place to find health information for the public. Next, through online community health media, hospital clinics managed to improve the image of the hospital in this way (Akram & Kumar, 2017). They also explained that the Bandung Adventist Hospital PRO had used this cyber activity to shape public opinion and attitudes towards hospitals. All the literature found that using cyberspace in health promotion can contribute positively to health promotion goals. In addition, cyberspace can complement and enhance the conventional health promotion that has been done previously. Therefore, as health professionals, it is hoped that they will be able to collaborate with conventional and non-conventional health promotion methods by integrating health promotion with cyberspace (Yulia et al., 2021).

3.3 Popular Health Promotion and Consultation Applications

Indonesia's best well-being applications are progressively being looked for following the public's anxiety for wellbeing amidst the Covid-19 pandemic. There is a wide choice of the best wellbeing applications in Indonesia that offer different elements and administrations. The best wellbeing applications can help those occupied with everyday exercises remain sound, including eating consistently, practicing all the more routinely, and getting sufficient rest. The best well-being applications to utilize are practice applications, calorie counters, movement following applications, or medical care applications. People can download this best wellbeing application on the Play Store and App Store. Here are the five best wellbeing applications for the large community (Sharma, 2021).

3.4 Hello doc

Halodoc is a computerized wellbeing administration stage through an application that permits clients to discuss straightforwardly with more than 20 thousand authorized specialists in Indonesia. People could say that Halodoc is a finished wellbeing application to meet all our wellbeing needs. We can counsel straightforwardly 24 hours with specialists on the web through talk, voice calls, or video calls. We can likewise purchase drugs online to complete lab tests. Moreover, people can likewise use the most recent wellbeing articles from the clinical world. The purpose of the establishment of Halodoc is to simplify access to Health by utilizing online so that people can interact directly with the doctor of choice via smartphone. Halodoc is an application and website that is engaged in the health sector. This application makes it easy for people to consult Health online. With Halodoc, users can search for general practitioners and specialists. Patients can do this with the chat feature, telephone, or face-to-face online using video calls. HaloDoc also provides features for purchasing drugs, lab tests, insurance, searching for hospitals, and making doctor's appointments online (Kushendriawan et al., 2021).

3.5 Alodokter

We can talk with the best wellbeing application Alodokter over 500 experienced specialists. The administrations incorporate talking with specialists to booking specialists and medical clinics utilizing the web. We can likewise peruse instructive articles that are exact and checked by specialists. The best wellbeing application Alodokter permits us to talk with general experts and trained professionals whenever and anyplace. Do not bother standing by lengthy; the specialist's reaction at Alodokter is quick and precise. Terms and conditions: Free consultation from Halodoc applies to loved ones of Singtel prepaid customers (only for Indonesian citizens) with eligible top-up transactions. All vouchers must be activated before being redeemed. Halodoc cooperates with

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more than 20,000 trusted and experienced doctors in their fields. All doctors registered in the Halodoc application have a valid Registration Certificate and Practice License. Do people not believe it? Consumers can directly check the STR number on the doctor's profile page in the Halodoc application. In addition to easy access to contact doctors, Halodoc also offers services to purchase medical needs through the pharmacy delivery feature. Halodoc cooperates with 1000 pharmacies throughout Indonesia to provide this service (Nurhudatiana & Seo, 2020).

3.6 ClickDoctor

The best wellbeing application is KlikDokter; we can counsel 24 hours internet regarding medical issues with specialists. Not just that, we can use different wellbeing articles composed by specialists who are knowledgeable about their fields. This best wellbeing application has richness schedule, pregnancy schedule, infection registry, and medication index. The rich schedule helps go with couples going through a pregnancy program. In the meantime, we can get intuitive data about the hatchling with the pregnancy schedule. For all information provided by the user, KlikDokter guarantees that there will be no sale, transfer, distribution, or lending of data to any party without the user's permission. Therefore, KlikDokter ensures that users can conduct online health consultations comfortably and safely. Since 2016, KlikDokter is owned and operated by PT Medika Komunika Teknologi, which is a joint subsidiary of KMK Online (KMK) and Kalbe. The KlikDokter application makes it easy to conduct health consultations with doctors for free 24 hours a day (Susilo et al., 2021).

3.7 Snatch Health fueled by Good Doctor

In a joint effort with Grab Indonesia, Great Doctor presents a wellbeing application furnished with conference administrations, questions and replies, purchase medications and wellbeing items from true drug stores, and make clinical arrangements and arrangements for chosen clinics and centers. This best wellbeing application has likewise teamed up with the Indonesian Ministry of Health to forestall Covid-19. This best wellbeing application presents extraordinary administrations for preliminary assessments or evaluation for Covid-19, done with online interviews among clients and authorized specialists from Good Doctor. Through this help, specialists will prescribe moves toward handling the infection as per the Indonesian Ministry of Health convention (Peden et al., 2000).

3.8 Sehat.com

The best health application SehatQ permits people to see specialists' subtleties before counseling, see wellbeing offices, and different accessible meds. Wellbeing administrations presented by SehatQ are accessible in various ways, from excellent facilities, dental centers, labs, and other wellbeing facilities to notable medical clinics. This best wellbeing application offers nutrient bundles, circumcision packs, and wellbeing advancements. Sehat has teamed up with the Ministry of Health to introduce the Covid-19 gamble check as an independent test at Sehatq.com, which can be gotten to for nothing. This element was created by the SehatQ group of specialists and executed by the convention from the Ministry of Health (Iskandarsyah et al., 2022).

3.9 Artificial Intelligent-Based Health Insurance services

Indonesian people are now increasingly facilitated in digital health services, including choosing the type of Health and life insurance. Health and life insurance is convenient and has penetrated digitally (Kim et al., 2021). One of the digitally packaged Health and life insurances is Rey. This Indonesian startup company in the health insurance sector has launched a new model of insurance that combines life and health insurance products with a digitally integrated health service ecosystem design. Rey was founded by Evan Tanotogono (CEO & Co-Founder) and Bobby Siagian (CTO & Co-Founder). This Rey item offers assistance, from self-assessment of side effects because of Artificial Intelligence (AI) and teleconsultation with specialists to requesting and conveying medications as per specialist's solutions. Rey offers a blend of protection items and wellbeing administrations bundled in a membership-based participation program. This membership framework is evaluated beginning from Rp 69 thousand every month. After buying in, Rey individuals can get to the advanced medical services environment at no extra expense. Rey's CEO and Co-Founder, Evan Tanotogono, cleared that Rey's development started with the expectation to expand the entrance of life and health care coverage in Indonesia through new strategies (Amoon et al., 2020).

3.10 Public health leadership through digital applications

More research presumed that local area initiative is part of including nearby networks being developed projects. There is affordable cooperative energy between them to assume a reciprocal part. Proof for the effect of local area administration focuses on the consideration of networks locally administration space and stresses the need to areas of strength for activate initiative. The exploration of Ceraso et al., (2011) gives a hypothetical structure to understanding how individuals see administration potential open doors in local area foundations and the cycle by which establishments advance expanded support. Four primary topics arose: specific local area voice and proprietorship, profound security, power, and common help. For effective local area strengthening, it should be upheld by administration strengthening. Pitts, 15 formed an exhaustive meaning of administration strengthening, incorporating seven aspects: power, navigation, data, independence, drive and imagination, information and abilities, and responsibility (Kimball et al., 2019).

This study portrays the connection between strengthening and the objective of advancement in further developing day-to-day environments, given various degrees of social capital. Wellbeing advancement in social capital and strengthening can add to improvement through individual or local activity upheld by approaches and projects. There is a connection between strengthening social capital (design and worth) and development in local area associations in provincial Peru. The Role of Access to Information in Community Empowerment in the Health Sector the consequences of the contextual investigation show that admittance to wellbeing data is part of local area strengthening. This follows Al Knawy, (2021) opinion that the job of admittance to health data incorporates information about wellbeing and medical services, the capacity to find, comprehend, decipher and convey wellbeing data, demand proper medical care, and settle on basic wellbeing choices.

Different kinds of data assume a part in expanding individuals' information, mentalities, and abilities to carry on with spotless and solid lives. The people group comprehends ways of recognizing and tackling medical issues. Admittance to data will urge the local area to participate in wellbeing advancement at the superior and local levels. The job of Health Officers in Community Empowerment in the Health Sector It is uncovered through contextual analyses that wellbeing laborers assume a part in local areas strengthening wellbeing. As per Sulaeman, seven wellbeing laborers assume a part in moving toward partners and the local area, so they become mindful of the issues looked in their towns, raise goals and assurance to track down arrangements and screen, encourage the execution of thoughtful overviews and local town area considered as a medium to recognize issues. Wellbeing, plan answers for medical issues and give help as a facilitator. Wellbeing laborers need to comprehend local area needs, local area culture, and local area character attributes. Wellbeing laborers attempt to foster learning for the local area to assemble freedom to care for medical conditions (Robbins et al., 2022).

Next, it is paid, in particular, external variables that straightforwardly influence workers' jobs during the time spent activation and strengthening, like pay rates, prizes, and offices. Finally, the demeanor of representatives towards work, precisely an uplifting outlook towards work, will urge the capacity to interpret the climate to be acknowledged in representative execution. The 6th is work inspiration, specifically the main impetus because of the interaction with the climate. The seventh is the capacity to understand people profoundly, specifically mindfulness, restraint, and individual, social, political, and monetary capacities or qualities that appear as execution because of cooperation with the climate (Gubrium et al., 2014).

3.11 Australian model of rural public health care

Drive-in is commonplace and an unprecedented test in far-off districts. The commonplace district has a great populace, and the prerequisites and necessities of people are very surprising and stand out from those of metropolitan locales. One of the various positions of trailblazers is to oblige the necessities of their neighborhood, in like manner, the neighborhood to the improvement of themselves and the region. The Australian government focuses exceptionally on the nation and far-off locales for various associations and explicitly for prosperity organizations. Country experts are inspired by higher wages or benefits for individuals who pick to work in rural districts. Choosing and holding a neighborhood labor force is troublesome. Separation and expert stagnation are the two critical contributing clarifications behind not having the choice to hold staff. In a cruel world, those with families feel that their youths will probably not be able to achieve their goals on the off chance that they are not given the resistance of the metropolitan world (Yang et al., 2020).

A survey that explains Australian bosses showed that progressive culture generally impacted work satisfaction and legitimate liability. Innovative, consistent social orders with an obliging drive impacted specialist work satisfaction is essential. In this survey, it was referred to by a couple of bosses that power style influences work satisfaction and upkeep; However, enlistment was not a piece of this audit, and subsequently, it was not formally separated. Another Australian government framework has been to give visas to new clinical graduated class considering working in provincial areas for a hidden decade upon their appearance in Australia. However, on a fundamental level, it may be a positive methodology from the public power to endlessly stay aware of the labor force in the familiar locale; regardless, on the opposite side, the rural districts' populace is then served by prosperity experts who probably will not have an accurate perception of the social and clinical necessities of the country populace (Bourke et al., 2010).

Six fundamental procedures emerged in a productive overview of upkeep systems in the nation and distant districts. Other than staffing levels, family sponsorship and system, robust working environment, good affiliation, and master improvement, unique open doors are the most raised. While no single framework has been proven convincing, drive and the board were fundamental to settling these issues. A versatile and various strategy, close to key places of power, was proposed to respond to upkeep in the country and far-off areas. Pioneers' creative mind has been associated with product selection in several provincial locales. High-performing facilities and trailblazers have focused on keeping their allies partaking in their activities and giving an overall patient experience. Clinical benefit pioneers need to encourage the trait of a creative mind and sort out some way to keep the staff taking part in solicitations to give patient-centered care (Kruger et al., 2010).

The American Organization of Nurse Executives saw that social capacities, comparative data, pivotal, unique abilities, and business capacities were significant to succeed locally and populace prosperity. In Becker's clinical benefits review, the essential ten qualities of current clinical consideration pioneers were talked about. The top quality recognized was the ability to encourage incredible associations since the drive is a relationship business. It has been shown that happy people are, by and large, more compelling, and incredible associations fulfill people. Consequently, for the best outcomes for a foundation or business, it is of prime importance for a trailblazer to create a relationship with all the fans (Reeves et al., 2018).

Motivation has been analyzed in the composition as one of the uncommonly praiseworthy characteristics of a trailblazer. In the USA's examination of clinical overseer managers, motivation impacted the staff and allies. Motivation to change was sufficiently associated with the personality of a trailblazer. The personality of clinical specialist chiefs has been focused on staff turnover and support. It was contemplated that correspondence, autonomy, and social affair association were huge factors for staff upkeep. Executives who had searched for and regarded the staff's responsibilities were viewed as qualities that stood firm on the staff in the footholds (Hutchinson & Hurley, 2013). In a nitty-gritty overview, it was noticed that positive associations and pivotal authority were the crucial factors for staff staying in the working environment.

Several assessments have examined information as characteristics of viable authority. It was entrancing to note that none of the verbally expressed individuals in the country and far-off district referred to information as a quality or brand name. Regardless, amicability and social information were referred to as roundabout credits. In commonplace locales, social information had all the earmarks of being a critical piece of conversing with individuals. In an examination of 41 senior bosses, the ability to comprehend individuals more profoundly was not shown to have any association with character or clever remaining portion. In a meta-assessment containing 151 free models, the association between information and organization was essentially lower than had been proposed (Brownie & Nancarrow, 2013).

4. Conclusion

We get from the back of the study of scientific publications related to the role of digital applications in promoting public health efforts to accelerate public health services in all regions. We believe this study has answered the study's questions by proving various scientific evidence we reviewed from various contexts and experts' understanding. Hence, we believe it is valid to answer the problems of this study. As for the critical points, we see that improving public Health is not only from the city but

from the village. It can be done by accelerating the community using scientific methods, where today, technology has reached all levels of society. Then the community can be given the power and ability to access and get used to accessing health services provided by the government even though they are in the area and will slowly be able to take advantage of digital applications.

Furthermore, we also found that cyberspace can improve public services in various places because this online service can be carried out without time and place restrictions. Next, we see that there are several applications that people have used which are managed by various doctors' results. This is already very emotional in Indonesia, including Halodoc, for example. Alodoc, clickdoker, healthy q, and a series of service names have been popular in Indonesia. Then we also found scientific evidence about artificial intelligence based on health insurance, which is part of public service, so people can use online insurance services that cover a more comprehensive range of services related to artificial intelligence-based insurance. Ultimately, we also see how this health leadership improves when people and the world are directed to digital applications. Our last section shows how Australia's model was developed for public health services. Based on the data exposure, we found that application-based community services are top-rated because the average community already has access to health services, except for some areas with no telecommunication services. Thus, among other things, we can convey the aim of getting the benefits of digital application-based health services in the era of all-technology.

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