

CHAPTER II

Dinas Kesehatan Kota Semarang Profile and Communication Program

2.1 Dinas Kesehatan Kota Semarang Profile

Dinas Kesehatan Kota Semarang is a regional work unit responsible for administering government affairs in the field of public health services and development in the Semarang City area. It is led by the Head of Dinas Kesehatan Kota Semarang, Dr. dr. Mochamad Abdul Hakam, Sp. PD. FINASIM, with an organizational structure consisting of several strategic divisions that play a role in the implementation of technical health functions, such as the Disease Prevention and Control Division and the Health Services Division (*Bidang Pencegahan dan Pengendalian Penyakit serta Bidang Pelayanan Kesehatan*). This organizational structure reflects Dinas Kesehatan Kota Semarang commitment to providing professional, coordinated, and responsive public health services that meet the needs of the people of Semarang City Areas.

Figure 2.1 Dinas Kesehatan Kota Semarang Logo

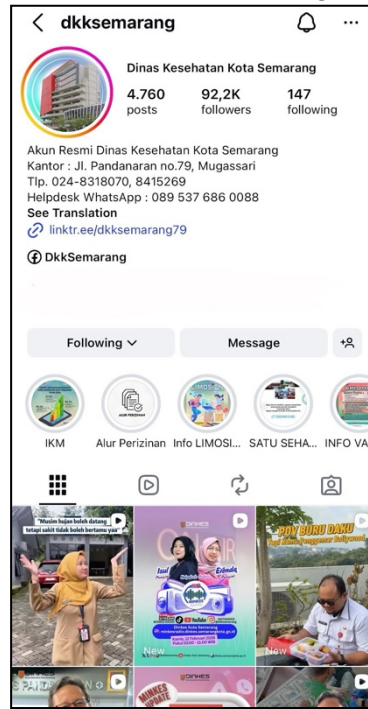


As a regional government service agency, Dinas Kesehatan Kota Semarang plays a role in improving the health services quality and empowering communities to adopt healthy lifestyles. This form the basis of the health policies implementation and programs by Dinas Kesehatan Kota Semarang, which are oriented towards improving the quality of life of Semarang city residents in order to create a community that is independent in practicing health lifestyles. In line with those, the main tasks of Dinas Kesehatan Kota Semarang includes carrying out local government affairs in the field of health services.

As part of its efforts to optimize services and disseminate health information, the Semarang City Health Office also utilizes digital media as a

means of public communication. Through its official Instagram account @dkksemarang, various informative and educational content is actively shared with the public. The use of social media is a health communication strategy that aims to improve health literacy, expand the reach of information, and build community involvement in emerging health issues.

Figure 2.2 Dinas Kesehatan Kota Semarang Instagram Platform



2.2 Dinas kesehatan Kota Semarang Program

2.2.1 Basic Service Program

Dinas Kesehatan Kota Semarang implements several services that focus on increasing public awareness of healthy lifestyles, strengthening mental and physical health services through a network of community health centers (Puskesmas), and preventing and controlling diseases for Semarang city society. The health services provided by Dinas Kesehatan Kota Semarang cover various aspects, which are:

a. Family Health

Focused on improved access to and services quality during pregnancy, childbirth, and the postpartum period. The assessment of family health service delivery includes first visit (*K1 or Kunjungan Pertama*) as an indicator used to describe pregnant women's access to services during pregnancy, and coverage of 4th to 6th visits (*K4 to K6*)

to describe the quality of pregnancy services, Maternal health services during childbirth and the postpartum period. Then, for child health services, these include neonatal or newborn health services, infant health services, toddlers, preschoolers, school-age children, and immunizations. Finally, health services for the elderly aged 60 years and above, who receive health services in accordance with standards provided by health workers at both community health centers and the Elderly Group Health Post (Poksila).

b. Environmental Health

Focused on monitoring and guidance regarding drinking water quality, access to proper sanitation, implementation of Community Based Total Sanitation (*Sanitasi Total Berbasis Masyarakat or STBM*) in the Semarang city areas, as well as monitoring of public places and facilities (*Tempat dan Fasilitas Umum or TFU*) to ensure they meet established health standards.

c. Disease Prevention and Control

Playing a role in controlling communicable and non-communicable diseases through various surveillance activities, early detection, and case discovery and management based on community health centers (Puskesmas). These kinds of efforts are carried out through promotional and preventive activities, such as immunization, screening, case reporting, and follow-up health services. In addition to focusing on physical illnesses, the scope of disease prevention and control services also covers mental health aspects. In this case, Dinas Kesehatan Kota Semarang plays a role in the prevention and management of people with mental disorders (Orang Dengan Gangguan Jiwa or ODGJ) through several programs organized as part of public health services, that includes:

- **Mental Health Screening Services or Layanan Skrining Kesehatan Mental (ESEMKA)**

Dinas Kesehatan Kota Semarang has implemented a mental health screening program using the Strengths and

Difficulties Questionnaire (SDQ) through the Esemka program, which has been distributed to all community health centers (Puskesmas) in Semarang City. This service aims to detect early indications of mental health disorders by asking a series of short questions related to a person's condition over the past few weeks.

- **Layanan Konsultasi Kesehatan Mental (SULTAN)**

Consultations offered to the public as mental health accommodation. This service makes it easier for people to get treatment for invisible wounds and provides a place for those who need somewhere to express their feelings.

As explained in the previous section, Dinas Kesehatan Kota Semarang basic service program in the aspect of disease prevention and control also includes various efforts to address mental health, one of which is through the provision of mental health screening services that are accessible to the public. The existence of this service is part of an early detection strategy that aims to identify mental health conditions at an early stage and raise public awareness of the importance of mental health. However, the availability of comprehensive mental health screening services at Puskesmas in Semarang City has not been optimally socialized to the Semarang city people. The level of awareness, knowledge, and utilization of mental health screening services by Dinas Kesehatan Kota Semarang is still relatively low. Based on data as of January 2025, out of a total population of 2,091,480 in Semarang City, there were 10 puskesmas that recorded zero people utilizing mental health screening services. Additionally, a survey of 236 respondents aged 18–25 years showed that most respondents were unaware of the existence of these services and were reluctant to access them due to concerns about social stigma.

This situation indicates that the availability of services has not been fully matched by effective communication strategies and promotional approaches, especially for adolescents and young adults. On the other hand, when viewed from the innovation programs developed by Dinas

Kesehatan Kota Semarang, most of them still focus on physical health issues, such as stunting, nutrition, and maternal and child health. To date, there have been no innovations specifically designed to improve community literacy and participation in mental health services. This indicates a gap in the development of communication and innovation in mental health programs.

In response to these conditions, the Tilik Jiwa Campaign was designed to bridge the gap between the availability of services and their utilization rates. This campaign is aimed at the 18–25 age group, with an approach tailored to the characteristics and preferences of the younger generation. Through proactive, educational, and participatory campaign activities in spaces close to their daily lives, the Tilik Jiwa Campaign is expected to increase mental health literacy, reduce negative stigma, and encourage increased use of Mental Health Screening Services among Semarang city people. The Tilik Jiwa Campaign is designed to cover two things, namely; Tilik Jiwa: Inside Out Your Mind and Tilik Jiwa: Sapa Masyarakat. These two series are expected to be one of the approaches that can encourage people aged 18-25 to take advantage of the Mental Health Screening Services provided by the Dinas Kesehatan Kota Semarang. With this strategy, it is hoped that the Tilik Jiwa campaign can create a safe and comfortable environment for those who fear negative stigma while increasing the use of Mental Health Screening Services at Puskesmas around Semarang areas.

2.2.2 Dinas Kesehatan Kota Semarang Innovation Program

Beside implementing national standard programs, Dinas Kesehatan Kota Semarang is also active in launching innovative programs as a form of adaptation to the health needs of Semarang city society. The innovative programs developed are not only oriented towards improving access to services, but also towards behavioral change, improving health education, strengthening assistance for vulnerable age groups, and so on. Some of these programs are as follows:

a. Keluarga Cemara

“Keluarga Cemara or Kelas khusus untuk Cegah Stunting dan Masalah Gizi” Terintegrasi program is an innovative program by the Semarang City Health Office that aims to reduce stunting rates through interactive educational activities.

Figure 2.3 Keluarga Cemara Program



b. PITERPAN

“PITERPAN or Pelayanan dan Edukasi Kesehatan Terpadu Pelajar Kota Semarang” is an innovative program by the Semarang City Health Office in an effort to improve adolescent health, especially in preventing stunting and anemia in adolescent girls through joint exercise activities, nutritious breakfasts, iron tablets, and health screenings in schools.

Figure 2.4 PITERPAN Program



c. SAN PIISAN

“SAN PIISAN or Sayangi Dampingi Ibu dan Anak” program This is an innovative program from the Semarang City Health Office as a comprehensive effort to assist pregnant women and at-risk toddlers. This program involves partners such as POGI, IDAI,

and IBI, including nutritional assistance for up to 90 days for toddlers at risk of stunting.

d. Rumah Pelita

“Rumah Pelita or Rumah Penanganan Lintas Sektor bagi Baduta” program is an innovative program from the Semarang City Health Office in the form of free daycare services for stunted children under two years of age with a cross-sectoral approach.

Figure 2.5 Rumah Pelita Program



2.3 Program Komunikasi Dinas Kesehatan Kota Semarang

2.3.1 Minkes Radio

A broadcast program that discusses current health issues through an interactive talk show format. This program involves broadcasters as facilitators and opens up space for listeners to participate in live chat features to discuss or ask questions.

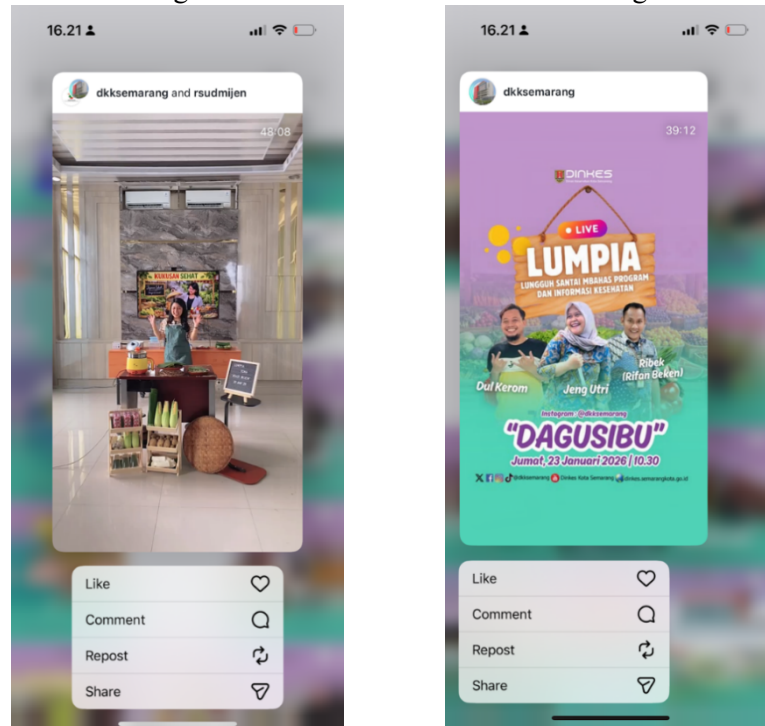
Figure 2.6 Minkes Radio



2.3.2 LUMPIA (Lungguh Santai Mbahas Program dan Informasi Kesehatan)

A live broadcast program that raises various health issues with a creative presentation concept through light drama. Health information is packaged in storylines that are close to everyday life so that the messages conveyed are easier for the audience to understand and remember.

Figure 2.7 LUMPIA Communication Program



2.3.3 KOTA LAMA (Nongkrong Sehat Kaliyan Ahli Hebat Semarang)

A live broadcast program that discusses health issues with experts in their respective fields. This program focuses on delivering information on specific topics with credible sources while providing a forum for the public to ask questions about the topics discussed.

Figure 2.8 KOTA LAMA Communication Program



2.3.4 BURUDAKU (Rabu Seru Dengan Bekal Isi Piringku)

A communication program aimed at promoting healthy eating in accordance with the “Isi Piringku” (My Plate) recommendations. This program serves as a medium for balanced nutrition education with a persuasive approach, encouraging the public to adopt healthy eating habits in their daily lives.

Figure 2.9 BURUDAKU Communication Program



2.3.5 TIPUSPA (Teman Inspirasi Penggerak Usia Senja Produktif dan Berdaya)

Live broadcast program with senior citizens discussing empowerment and activities that can be done in old age to maintain productivity.

Figure 2.10 TIPUSPA Communication Program



2.3.6 FYP (For Your Podcast)

The live broadcast program, in collaboration with Radio Imelda FM, provides education on physical health, such as preventing cervical cancer at an early stage.

Figure 2.11 FYP Communication Program



2.3.7 Roof Talk

A collaborative program involving the health, sports, and environmental communities in Semarang City. This program serves as a forum for the exchange of ideas and thoughts between the Semarang City Health Office and the community, while also strengthening the network of collaboration in health promotion with the community.

Figure 2.12 Roof Talk Communication Program



2.3.8 VAGETOS (Vibes Asik : Growth & Exploring Talk of Student)

A collaborative program involving campus communities such as UKM Peduli Napza Undip and Rumah Sahabat Udinus. Together with students, this program aims to hold casual discussions about development and exploring the potential of some students.

Figure 2.13 VAGETOS Communication Program

