

# CHAPTER I

## INTRODUCTION

### 1.1 Background

In this modern era, there are a lot of things that keep developing. One of the thing that keep developing since then is disease. Every day, those diseases keep developing and there are more variation of diseases in this world. There are a lot of death cases that was cause by disease. And one of the most dangerous disease in the world is Cancer, since it is considered as the second leading cause of death globally and was responsible for 8.8 million deaths in 2015. (WHO, 2018)

According to Health Department of Indonesia, cancer is one of the most dangerous disease in Indonesia and one of the biggest cause of death in the world. Cancer starts with changes in one cell or a small group of cells. (Cancer Research UK, 2017) Genetic mutation may result from inherited or acquired mutations that lead to abnormal cell behavior. The initial genetically altered cell forms a clone and begins to proliferate abnormally, evading normal intracellular and extracellular growth-regulating processes or signals as well as other defense mechanism of the body (Hinkle & Cheever,2014 :131). And it is marked by a typical cell cycle that cause a cell to be able to develop becoming uncontrollable or the cell division that exceeds the normal limit that attack the biological tissue in the surrounding and it could spread to the other body tissue through blood circulation.

According to data by the Health Department of Indonesia on 2017, there are almost nine million of death cases that was caused by cancer (DEPKES,2017). One of the most dangerous cancer is cervical cancer. Cervical cancer is a malignant

tumor that grows in the cervix that stick to the peak of the vagina. Cervical cancer is one of the greatest cause of death in developing countries including Indonesia. Cervical cancer is one of the leading death cause especially for the woman.

According to the World Health Organization, there are approximately 15.000 cervical cancer cases every year that were found in Indonesia and it makes Indonesia as the highest cervical cancer cases in the world. (Kompas, 2013) The cause of this great number of cases is because the of lack of socialization about cervical cancer.

But there is a contradiction in this fact, according to the World Cancer Research Fund International, country with the highest number of cervical cancer is the countries from Africa instead of Indonesia. In their research, the top five countries with the highest number of cervical cancer is Malawi, Mozambique, Comoros, Zambia, and Zimbabwe. Because according to the WCRF, cervical cancer is more likely to occur in the less developed countries rather than the more developed countries (World Cancer Research Fund International, n.d.)

Laila Nuranna Sp. OG the Oncology, Gynecology department of Obstetric Gynecology Indonesia University stated that there are only two percent of women that are aware about cervical cancer, and according to the data from Globocan in 2012, every day, there are 26 women that die because of cervical cancer. (Kompas, 2012). It means everyone hour there is one woman die because of cervical cancer in Indonesia. (Kompas, 2016)

Because of the lack of socialization, women in Indonesia are not aware of and they even do not know anything about cervical cancer and how they could

overcome cervical cancer. According to INASGO National Cervical Cancer Registry, in 2014 majorly the cervical cancer patients are young adult to adult women from age 36-55. There are several reasons according to the Disease Prevention Expert dr. Hendra Djaya Sp.PD that cause women in Indonesia are not willing to go to checkup it is because of they are feeling uncomfortable to show their 'private' part to somebody else even though it is a doctor, and the other reason is that for some women they are embarrassed that the doctor will know that they are no longer virgins. (Jawapos, 2017)

Actually, cervical cancer can be prevented by taking cervical cancer vaccine. But a lot of women think that it is not necessary if they do nothing that might lead to cervical cancer. Since cervical cancer vaccine is not included in the mandatory vaccine by the government, so they might think it is not that important to take the vaccine.

One of the reason that make people mostly don't want to take vaccine is because of its price that is quite expensive. Also, people tend to choose alternative medications that are that are promoted in the mass media and social media. Despite in fact, women cannot miss their vaccination in their golden age, which is since in elementary school (approximately 12 years old). (Departemen Kesehatan, 2017)

Since then, the parties that are involved in the prevention of cervical cancer are the government, non-profit organization such as KICKS (Koalisi Indonesia Cegah Kanker Serviks), and other private company (mostly are pharmaceutical company). As for the non-profit organization they had done several campaigns in order to overcome cervical cancer such as: Appointing the Anti Cervical Cancer

Ambassador such as Wulan Guritno, Dewi Sandra, Prilly Latuconsina, Bunga Jelitha Ibrani, Ruben Onsu and his wife Sarwendah. (KICKS, 2017) The purpose of these ambassadors are to become the face of anti-cervical cancer and becoming the spokesperson for any cervical cancer campaign.

For the government, they have conducted several activities in order to overcome cervical cancer such as socialization about cervical cancer in the hospitals, schools, and any other public places, putting posters and banner about cervical cancer and its vaccine. But the fact that the price of the vaccine itself is quite expensive, it might make people think twice to take the vaccine (BBC, 2016)

There are several ways that can be used to cure cervical cancer such as: Surgery, Chemotherapy, but it can be prevented by using cervical cancer vaccine. Even though cancer is very dangerous, but there are still lack of awareness and knowledge about the disease.

Based on the reason above, researcher is interested to do a research called **GOVERNMENT'S COMMUNICATION STRATEGY TO EDUCATE INDONESIAN CITIZENS IN ORDER TO OVERCOME CERVICAL CANCER IN INDONESIA.**

## **1.2 Problem Identification**

Researcher is interested to do a research about cervical cancer because the number of cases of cervical cancer in Indonesia is very high and even according to WHO, Indonesia is considered as the highest number of cervical cancer case in the world, but the awareness and knowledge about it is very low for a country that have a high number of cases.

In fact, government and pharmaceutical company has already started to socialize about cervical cancer by spreading and attaching posters about how dangerous cervical cancer can be, how to overcome cervical cancer by taking vaccine and early detection to prevent cervical cancer in several places such as clinic and hospital. But, although government had done those activities, the awareness of cervical cancer is still lacking, and the problem in Indonesia is most of the women are refusing to take the vaccine because they don't see taking vaccine as a need and they are afraid that they are already infected and afraid of the things that might happen which is very dangerous.

Therefore, researcher is interested to do a research about the communication strategy to educate the market to overcome cervical cancer in Indonesia so that it can raise the awareness of cervical cancer in Indonesia and reduce the number of death caused by cervical cancer.

From the statement above, can be concluded several problems:

1. Cervical cancer is one of the greatest factor in death cases in Indonesia, but it is not socialized well enough.
2. The socialization that had been done by government and pharmaceutical company is not effective to raise the awareness of cervical cancer

### **1.3 Research Question**

**HOW DOES THE GOVERNMENT COMMUNICATE INFORMATION REGARDING CERVICAL CANCER AND THE WAY TO OVERCOME IT TO INDONESIAN PEOPLE?**

#### **1.4 Purpose of Study**

1. Researcher wants to know how the government communicate the information regarding cervical cancer to Indonesian people
2. Researcher want to know whether the communication strategy that government had done is effective or not.

#### **1.5 Significance of Study**

##### **1. Academic Benefit**

Researcher hope that from the result of this research, can provide a benefit in theoretic term by contributing in the development of knowledge and increasing knowledge about how the information regarding cervical cancer is transmitted and what the government have done to educate and improve the knowledge of cervical cancer

##### **2. Practical Benefit**

###### **For Researcher**

Providing the government and the other related parties with useful information regarding how to improve people's knowledge about cervical cancer

## **1.6 Organization of the Study**

### Chapter I – Introduction

In the first chapter, mainly it is focused on the background and the reason why researcher choose this problem as this thesis topic. There are six sub chapter in the first chapter. There are Background, Problem Identification, Research Question, Purpose of Study, Significance of Study, and Organization of Study.

The reason why researcher choose this problem as the topic of this thesis is because researcher do realize that cervical cancer is a very serious disease that have killed a lot of women in the world especially in Indonesia. Those cases are based on the fact that are given by the Cancer Foundation of Indonesia and researcher's own experience.

Cervical cancer had killed a lot of women in the world and every hour there is one women who died because of cervical cancer. Just by looking at the fact that cervical cancer had killed at least one women per hour, it proves how dangerous cervical cancer is. But with this rate of dangerousness, the awareness of cervical cancer is very low in Indonesia even in the capital city of Indonesia, Jakarta. Not mentioning about the other rural areas that are not technology savvy, big cities such as Jakarta, Yogyakarta, and Bandung got a high number of cervical cancer.

So, based on the reason above, researcher was interested to make a research about what communication strategy is actually the best and the most effective to reach everyone in Indonesia.

## Chapter II – Research Object

The research object of this thesis is the communication strategy that the government used to communicate and raise the awareness about cervical cancer.

## Chapter III – Literature Review

The third chapter focus on the theories and concepts that are related to the thesis and researcher will explain the relation between the thesis and the theories

## Chapter IV – Research Methodology

This chapter focus on the research method, research approach, and data gathering technique that researcher used in this thesis

## Chapter V – Research Findings and Discussion

### Chapter V-I - Research Findings

Chapter five can be said as the most important chapter in this thesis especially the research findings where all the findings that researcher found in the field and all of the result of the data gathering by doing interview and observation will be explained in this chapter.

### Chapter V-2 – Discussion

This chapter is mainly about the analysis of the data that researcher had made in the research findings part, it will explain more about the phenomena that had been explain in the research findings

## Chapter VI – Conclusion and Suggestion

### Chapter VI – I Conclusion

The conclusion chapter is mainly about the answer from the RQ that was found from the research findings.

### Chapter VI – II Suggestion

This chapter is mainly about the opinion of researcher about what is the difficulties in this thesis making and the suggestion for the future researcher.

