



## Socio-Cultural Change of Society Against Health in the Village of Panciro, Gowa Regency

Ifan Surya Negara

University of Muhammadiyah Makassar, Indonesia



Corresponding Author: Ifan Surya Negara

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### Abstract

*This study aims to determine the social and cultural changes of the community towards health in the Village of Panciro, Gowa Regency. This research method uses a qualitative approach and descriptive type. Data sources of this research are interviews and documentation. Activities in data analysis include data reduction, data display, and conclusion drawing. The results showed that traditional treatments or modern treatments can be a comparison in society, but all returned with that choice, in which both have the same goal of treating illness and healing albeit in different ways between the two. There are community norms that are strongly held by the Gowa community where men should not be shaking hands with a woman who is not his mahram (not related by blood), so a woman must be treated by a doctor of the same sex. The Government of Gowa Regency pays attention to the health sector by cutting the administration process to hasten the queue so that this can be a trigger for people to prefer treatment at the hospital rather than traditional medicine.*

## Introduction

Along with the development of science and technology that may bring changes to human life both in terms of changes in lifestyle and social order (social strata), including in the field of health which is often confronted in a matter that is directly related to the norms and culture adopted by the people who live in a certain place (Nichter, 2008; Alegria, 2011).

Social change is a condition that occurs in local communities who live in their surrounding area where the impact varies according to the local customs (Vanclay, 2002; Furlong & Cartmel, 2006). Social change occurs when some people or groups give a new color in the habits of the local community (Agrawal & Gibson, 2001). Social change can occur or will occur if the community agrees to leave the old culture and habits that have become hereditary in the community (Marius, 2006).

Social influence in the community can give even an important role in terms of health because both are close relationships where socio-cultural influences on a person's lifestyle or patterns of the local community. As an example of the relationship between socio-culture and health is when an area promotes cleanliness then there will definitely be no or the percentage of people infected with DHF or even typhoid due to environmental conditions that are maintained to reduce the percentage of people affected by the disease. According to Uchino et al (1996), there are many relationships between social and health.

Basically, the community has experienced significant changes in terms of culture and health (Soejoeti, 2005). Communities are more sensitive in terms of health even though there are still some communities that still survive with old habits or culture (Honari & Boleyn, 2005; Tumanggor, 2010). There is nothing wrong with traditional medicine or modern medicine, just choose which changes health. If the community still uses the old way of handling health, it is their choice, but it must also be balanced with appropriate treatment recommendations because if they choose the wrong treatment, it will have a negative impact in the future.

The relationship between culture and health is closely related, as another example in the area of Gowa Regency where a dominant Panciro Village community with a lower economy can survive by means of certain medications according to local traditions. Culture can shape habits and responses to health and disease in all societies regardless of their level. That is why it is important for health workers to not only promote health but also make them understand the process of occurrence of an illness and how to correct beliefs or cultures that are adhered to with health.

Gowa Regency is one of the districts with a percentage of diverse cultures with diverse ethnic groups. The Local Government, in this case, the Gowa Regent has given a breakthrough in dealing with cultural issues by elevating local culture and competing for culture, not only culture but the government provides education about the importance of health in society which can lift so that the close relationship between culture and health of an area in this is the people of Gowa Regency. On the other hand, the community is very supportive of the program that the government is doing specifically about health, according to him, the current government is prioritizing health because it is the basis on which people can look for income to cover the shortcomings they can use in their daily lives. The purpose of this study was to determine the social and cultural changes of the community towards health in the Village of Panciro, Gowa Regency.

## **Methods**

This research uses qualitative research. The type used in this research is descriptive research. This research was conducted in Panciro Village, Gowa Regency, which involved people living in Panciro Village, Gowa Regency, Linggang Bigung District, West Kutai Regency. Data sources of this research are interviews and documentation. Activities in data analysis include data reduction, data display, and conclusion drawing/verification.

## **Results and Discussion**

### **Culture and Traditional Medicine**

Culture has an understanding as a symbol or feature of diversity in a particular area where the culture is closely related to the habits of the local community where the culture is created from the ancestors who settled in the area. While social has a meaning as a form of cooperation between humans and other people (individuals or groups). So the conclusion is social culture is closely related to the diversity of society in an area that is held in high esteem by the successors or future generations in the area.

In various regions, they have their own way of dealing with health problems in terms of traditional medicine, it is considered that the arrival of a disease is caused not only by an error in the body's system, but there are other factors, namely the ancestral habits left by family members so that it causes the arrival of diseases in the family member whereas in medical science assume that the disease is caused due to an error in the human body system so that the body is not in a good state (sick).

Not a few in areas in various parts of the world have smart people or who are more often called shamans, especially in the area of researchers refer to by the name "Sanro". Traditional medicine in some circles in the research area is still more effective than by going to a nearby hospital or community health center, in addition to being relatively cheaper, it also takes a long time to queue and fill in biodata related to hospital administration.

A very striking difference between traditional medicine and modern medicine is seen in the process or how to deal with patients in the process of healing an illness. Where traditional medicine or long-term treatment argues that the presence of a disease or the emergence of a disease is not only influenced by factors in the body that are problematic, but other factors occur including the community's habit factor that is left behind, causing problems in family members. This has become an inherent thing in the trust of the people of Gowa Regency, which if the disease occurs can be caused by the factor of customs that are forgotten. The difference is with modern medicine which assumes that the arrival of a pure disease because of abnormalities in the human body so that it affects the work system of the human body.

Traditional medicine in some communities in the Gowa regency especially in the village of Panciro is still mushrooming even though the local government recommends that treatment be done at a local hospital or health center. However, there are still many people who prefer to do treatment in traditional ways for various reasons.

#### Determining Factors

In relation to traditional medicine and modern medicine, several factors influence society, including. (1) Economic Factors, it is undeniable that the fundamental problem of why traditional medicine is still an option in some societies is an economic problem where traditional medicine is easier than modern medicine. (2) Possible Factors that Include Availability of Facilities and Infrastructure or Health facilities for the community, for example, health service facilities. The government, in this case, must play an active role in handling the problem of facilities and infrastructure in hospitals or health centers. The lack of good management can be impacted by the safety of the community, for example in the village of Panciro which is far from the main road has constraints about government facilities around his house. (3) Factors of Burnout Against Medical Services. The treatment process is too long to cause the patient to get bored and try to find other alternative treatments that accelerate the healing process. (4) Benefits and Success Factors. Success factors and benefits become the value or determining points of a choice between choosing traditional treatment or medical treatment/modern. Where some people still consider traditional healing faster healing when compared with treatment at the hospital. (5) Community norms in relation to health. Norms of the local community are closely related in terms of health where the community is always associated with the two ties. For example, the Gowa community, in this case, men and women, where men are not allowed to greet a woman who is not a Muslim, so a woman when examined must be done with a doctor of the same sex.

Traditional treatment or modern treatment can be a comparison in society but all come back with that choice, in which both have the same goal of treating illness and healing albeit in different ways between the two.

#### Government Role

The government plays an active role in dealing with local community health issues, in this case, the Gowa Regency government. Gowa Regent, Adnan Ichsan Yasin Limpo, through a free health program for residents of Gowa Regency only on the condition of depositing family cards and residence cards, but according to the community some of the programs are still considered

to be lacking back up health problems because the program does not cover the entire type of disease or the availability of drugs. Most people complained about the drug problem that was given along with the administration process and the very long queues. according to Dg Sarro, one of the speakers who live in Panciro Village.

The central government through the Health BPJS (Health Insurance Provider Agency) program (KIS) in the value is still not impartial to the health needs of the community. Recently the government through the Ministry of Health gave an ultimatum to the rising costs of BPJS contributions for the independent route. the community considers this to be a very heavy matter where all costs will increase while income remains not to mention the issue of Social inequality in the Gowa Regency area where people still earn below the average. The availability of places is still a problem in each hospital.

Private Hospitals and the Government often argue that the available space is full so that many patients have been abandoned. Until this moment, no clarity can explain the problem. Health issues should be addressed in order to carry out the mandate of the constitution, namely ensuring health for the people of Indonesia. The government, in this case, the health management agency, must look at the situation of the Indonesian community, which is still mostly earning below average before taking the policy to raise BPJS contributions only because the government is wrong in managing finances and making decisions that affect small communities.

The government as the power holder should make decisions considering the impact caused by the decisions implemented, how is the overall community response between the impacts on the community with a standard economic level and the middle and lower levels, many people complain that the tuition fees rose 100%, the community doubts the policy This is effective when compared with the facilities provided by the local hospital.

The government should pay attention to the small community with policies that take sides collectively. This is the basic thing why most people still depend on traditional treatment because it is cheaper and the process is faster than going to a local hospital. And also some people complained about the services of users of BPJS that do not facilitate well, especially the issue of increasing BPJS is now increasingly widespread. it was debated among the people who were pros and cons with the government which continued to raise fees which according to the community were not proportional to the reciprocity they felt. As the community also questioned what was the basis of the formation of the BPJS card because according to them the BPJS were only a burden on them and considered the BPJS to be only the interests of the group who take advantage of their position to seize a large profit, some people thus prefer traditional medicine compared to modern medicine (hospital).

In some communities, they lack trust or no longer trust any policy given by the government regarding health policy issues which are considered to be in favor of the community, especially the community of Panciro Village according to one of the Panciro Village resources persons. If people compare to be economical in terms of expenditure compared to the results obtained.

According to the observations of researchers from what researchers found in the field that some people do not agree even do not want government policies specifically in the field of health, according to him the government only makes arbitrary policies that are not based on the results of field surveys that people want and can help ease the burden they feel all this time. The community, especially in the village of Panciro, still does not accept it well with the increase in the BPJs payment fees.

All government agencies in the government should provide more impartial input to the people from all walks of life especially those with economies with below-average incomes. Traditional

medicine is still popular in the village of Panciro although not a few paradigms of community thinking have begun to switch to modern medicine for a variety of reasons.

Traditional medicine and modern medicine the desired tip is to be healthy so researchers agree that any treatment explains healthy. Nevertheless, the conflict between these problems until today is still a debate among the people. Researchers applaud some of the policies taken by the government, especially the Gowa Regency Government, who dared to take the initiative to provide free health care for the people of Gowa Regency.

The leadership of the regent, Adnan Puritna Ichsan Yasin Limpo, in terms of health is quite good although there are still deficiencies in it but according to this researcher can be corrected from sharing one sector by facilitating the public in terms of administration so that people do not need to queue long in the hospital so that this can be a trigger for people to prefer treatment at the hospital rather than traditional medicine. If the community has begun to shift to modern medicine, it can increase local income, especially in the Gowa Regency.

## Conclusion

Culture has an understanding as a symbol or feature of diversity in a particular area where culture is closely related to the habits of the local community in which culture is created from the ancestors who reside in the area. While social means as a form of cooperation between humans and one another (individuals or groups). So the conclusion is that social culture is closely related to the diversity of the community in an area that is held in high esteem by the successors or future generations in the area. The government as the power holder should make decisions considering the impact caused in the decisions adopted, how the overall community response between impacts on the community with the standard economy and the lower middle class, many people complained about the contribution of BPJS which rose 100%. This is effective when compared with the facilities provided by the local hospital.

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