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Improvement Of Persuasive Language For Communication in Health Promotion Including An Islamic Perspective Using Audio Visual Aids (AVA) Media On Herd Immunity Phase

Abstract: With its Muslim majority, Indonesia has enormous potential to influence healthy behaviours. Islam is a religion that strongly encourages humans to live clean, healthy, and friendly to the environment. Although the impact of the Covid-19 pandemic is one of the health extension activities, social restrictions and activities involving large crowds should still be avoided even though the government has begun to set herd immunity phase policies. Health counselling or health promotion is the most crucial part of the herd immunity phase. Islam is a religion that encourages people to live clean, healthy lives in their daily lives and relationships with the environment. Audio Visual Aids (AVA) media is a more exciting health promotion solution because it is supported by technological developments to increase the use of persuasive language in communication.

The research design employed is a quasi-experimental design with pre-test and post-test designs and a control group design. Statistical realities are used to conduct sample research employing purposive sampling approaches and validity assessments. A significant statistical analysis of the Wilcoxon test on the communication was excellent variable $p = 0.018$ $p < \alpha$ (0.05), and H_0 was rejected, showing an influence between before and after treatment. The results indicate an increase in health extension workers' persuasive communication by employing Audio Visual Aids (AVA) media to promote health with an Islamic perspective in the herd immunity phase.

Keywords: AVA media; persuasive communication; health promotion

1 Introduction

The Covid-19 pandemic has begun to spread around the globe, affecting not just countries, provinces, and regencies but also South Kalimantan. The graph of Covid-19 distribution indicates a declining trend, which might indicate a transition from pandemic to endemic. People's mobility has improved due to the lower daily and active cases trend. They are indicating that Indonesia will soon enter the herd immunity phase. The community and local governments must be ready in all elements of the herd immunity phase, including the availability of health services and resources.

It depends on the necessity for herd immunity during the herd immunity phase. From an Islamic perspective, the most crucial aspect of herd immunity is health

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promotion. Persuasive have been in appropriate health promotion activities is believed to be capable of contributing to increasing insight and improving the ability of patients, patient families, and visitors at the public health centre about various types of diseases in order to play a positive role in were efforts to cure and prevent disease, thus also speeding up the healing process and rehabilitation, improving PHBS an Islamic perspective, preventing disease, and attempting to increase the degree of dissatisfaction.

As a revelation from Allah, Islam instructs its followers to communicate effectively following the beliefs he has taught, with the Qur'an as a guide. Because humans are the only creature with whom God has provided the ability to communicate. Humans are able and enabled to create social relationships with communication because of these skills. Information dissemination can benefit from technological advances, and health promotion can be done without having to meet in person, for example, through the creativity of digital-based media. The use of digital communication media is the best way to implement health promotion in the herd immunity phase.

2. Literature Review

2.1 Video Audio Visual Aids (AVA)

Health promotion is a component of health education, health protection, and disease prevention activities that must continue to be carried out using media and methods appropriate to the new normal situation. The media can be used to deliver information by stimulating the senses of sight and hearing. Audio Visual Aids (AVA) of media is a medium that can be seen and heard, and it helps stimulate the senses of the eye (vision) and ears during message reception. Visual media has several advantages, including making it easier for people to remember that there is a connection between image visualization and the mind. Thinking is the foundation for knowledge construction. Some studies have also revealed that a person's memory can be improved by using images rather than just words. Audio visual media is a tool used to improve the brain's ability, particularly acuity and memory, through the use of media that can be heard and seen (Jatmika & Safrilia, 2019)

2.2 Persuasive of Communication

Islam is a guide to life, providing various guidelines in the entire area of human communication. Therefore, verbal and nonverbal communication from an Islamic perspective is necessary to maintain the environment and society in peace, non-violence, and harmony. Therefore, the principles of effective communication from an Islamic perspective are divided into verbal and nonverbal communication (Muhammad & Omer, 2016). Reveal That is the principle of effective communication in Islam based on the Holy Book of the Qur'an and the Hadis of prophet Muhammad SAW.

Interpersonal health communication is often associated with curative or healing processes. This communication occurs, for example, between doctors and patients or

nurses and patients. Interpersonal communication can be more effective in influencing attitudes than other forms of communication. Other studies' findings, in which patients believe their services have never let them down, are constantly questioned about and understood their grievances. In addition, the physicians and service management professionals utilize kind language. As a result, this hospital provides a high level of care to the community (Candrasari, 2019). The role of health workers in health communication is becoming increasingly crucial in meeting success metrics in health promotion. This health communication aims for people, groups, or individuals to be aware of critical health facts and change their behaviour to reflect health values.

2.3 Health Promotion

Health Promotion comprises three parts: health education, health protection, and disease prevention (Tannahill, 2009). Different strategies and media for disseminating or sharing information on health promotion implementation exist. Method development and implementation are separated into distinct criteria based on the needs of learning methods, which are classified into: Individual approaches include guidance and counselling, as well as interviews. The speaker can perform the following to master the goal (in a psychological sense): a) a convincing attitude and appearance, should not be hesitant or restless, b) the voice should be loud and clear enough, c) the view should be directed to all lecture attendees, d) standing in front (in the middle), it is suggested not to sit e) As much as possible, wear hearing aids, also known as Video Audio Visual Aids (AVA), f) seminars; this method is better suited to upper secondary formal education. Seminars is an activity that presents (presents) or exposes an expert or experts on a topic that is relevant and popular in the community (Martina Pakpahan et al. 1, 2012)

3. Method

This research uses quantitative research methodologies with a quasi-experimental design (Quasy experiment) and a Pre-Test Post-Test With Control Group Design. The study's instruments included questionnaires and treatments with Audio Visual Aids (AVA) media video delivery.

3.1 Character Respondent

This population consisted of a health promotion officer Health Center. Respondent of 60 health workers from the health facility, 30 from the experimental group, and 30 from the control group. The details character of the sample is the most recent education, namely with a) the last senior high school as many as four people (6.7%), vocational education as many as 14 people (23.3%) and bachelor as many as 38 people (63.3%), b) length of work <10 tahun=36 people (60.0%), and length of work >10 years of service period totalling 24 people (40.0 %), c) aged 21-30 years =36 people (60.0%) and aged 31-40=18 (30%), while ages 41-50 years amounted to 6 people (10%).

3.2 Measurement Tools

The Likert Scale is used in instrument measuring approaches to examine persuasive communication. The following aspects are used to assess persuasive communication quality: a) openness, b) empathy, c) supporting attitude, d) positive attitude, e) equality, f) persuasive communication with patients, and g) patient family and community. Purposive sampling was used to demonstrate different treatments so that the sample will not be by the experimental and the control groups. The validity and rehabilitation test of the questionnaire is performed first to decide whether or not it will obtain significant findings, which will then be used in the study. Next, a statistical test, the Wilcoxon Test, is used to analyze data.

4. Results

Beginning research results are validity and reliability tests were used to analyze the findings of the original investigation. After achieving validity (valid results) and reliable questionnaires (reliable results), the experimental group's two groups were treated with questionnaires and Audio Visual Aids (AVA) media and control courses. The results are credible if the Alpha Cronbach's alpha value is 0.974 or 0.60. The result is consistent with the hypothesis that the Cronbach Alpha Formula will not be in the study reliability test, specifically the Cronbach Alpha value test 0.60, then the opposite is dependable if the Cronbach Alpha value 0.60 is unreliable. The following persuasive communication variables have measurement indicators: a) openness, b) empathy, c) supporting attitude, d) positive attitude, e) equality, f) persuasive communication with patients, and g) patient family and community. After the questionnaire's validity and reliability were determined, the two groups sampled by the experimental group were treated with questionnaires and Audio Visual Aids (AVA) media and control groups. The prices of persuasive communication assessments were resumed after a change in treatment. The following table explains the results of persuasive communication before and after being treated in the control group.

Table 1. Conclusion of Wilcoxon Test Control Group Statistical Analysis Results

Category of persuasive Communication	Before		After	
Actively	26	66,6%	28	93,3%
Enough	4	13,3%	2	6,6%
Law	0	0%	0	0%
Total	30	100	30	100

Wilcoxon Test P Value = 0,027

Based on the statistical analysis of the Wilcoxon test $p = 0,027$, then $p < \alpha (0,05)$, and H1 approved, there is a not-so-significant influence between before and after treatment in the control class. According to the findings of a study conducted by most

health promotion an Islamic perspective, active persuasive communication was experienced by as many as 26 persons (66.6 per cent) prior to being supplied video Audio Visual Aids (AVA), persuasive communication that is reasonably induced by a means component, age. The following table explains the conclusion of the results of persuasive communication before and after being treated in the experiment group findings.

Table 2. Conclusion of Wilcoxon Test Experiment Group Statistical Analysis Results

Category	Before		After	
Actively Communication		90		100
		%		
Enough Communication	27	10	30	%
	3	%	0	0%
Law of Communication	0	0%	0	0%
Total	30	100	30	100
Wilcoxon Test	P Value = 0,030			

Table 2 shows that the results of statistical analysis of the Wilcoxon test achieved $p = 0.030$ then $p < \alpha (0.05)$ and H_0 rejected means indicating a substantial influence between treatments in the experimental class before and after being administered. The increase was 90.00 % active category of persuasive communication before and 100 % after, whereas the decrease in the good persuasive communication category went from 10% to 0%. After watching the Audio Visual Aids (AVA) media for 7.21 minutes, most respondents' persuasive communication abilities improved. Aspects in the evaluation of communication quality include: a) openness, b) empathy, c) supporting attitude, d) positive attitude, e) equality, f) persuasive communication with patients, g) patient family and community (Candrasari, 2019)

Persuasive communication from an Islam perspective is the human being expresses himself and social. The Qur'an mentions communication as a feature of human nature. Verses 1–4 in QS. Al-Rahman Who has taught the Qur'an? (God) the Most Gracious. Determine how individuals should communicate appropriately (*qaulan sadidan*). The essential notion used by the Qur'an for communication must be traced. In addition to al-bayan, the essential term for communication that is frequently used in the Qur'an is "al-qaul" in the context of command (AMR), implying that the Qur'an contains six communication principles (Muslimah, 2016). Knowledge is the consequence of humans perceiving or knowing a person to an item using their five senses.

Vision, hearing, smell, taste, and touch are the five human senses used to detect items. The level of attention and perception of the item can sometimes influence sensing to develop knowledge. A person's knowledge is mainly obtained through the senses of hearing and sight. Health promotion with active communication skills can engage entirely so that the execution of Health Promotion Puskesmas well. Using persuasive language in communication results in effective communication following the Islamic perspective. Reveal the principles of effective communication in an Islamic perspective divided into

verbal and nonverbal communication. Some of the principles of effective verbal communication in the Islamic perspective are as follows: 1) Gentle intonation, 2) Using appropriate words. 3) Using a meek voice, 4) Understanding the mentality of the recipient of the message, 5) Understanding the situation and conditions, 6) Avoiding the dominance of speech, 7) Avoiding reproach in the discussion. Meanwhile, the effective communication of nonverbal persuasion in the Islamic perspective is as follows; 1) Carefree and cheerful, 2) Use of eyes, 3) Using hands (Muhammad & Omer, 2016)

The result $p = 0.018$ obtained from the statistical analysis of the Wilcoxon test between the post-test control class and the experimental class indicates a significant influence between the treatment given to the control class and the experimental class. The quality of communication is many essential than the quantity of persuasive communication because the quality of persuasive communication creates real and meaningful connections and is enjoyable (Notoatmodjo, 2014). Assessment of persuasive communication quality includes, among other things, a) openness (the ability to react spontaneously to the person with whom you are interacting), b) empathy (the ability to know what is being experienced or felt during the interaction), c) a supportive attitude, the ability to be descriptive (conveying one's feelings and perceptions without judging), the ability to be professionalism (open thinking, willing to listen to opposing views), and d) positive attitude (a person's When the speaker can master the aim of the lecture, the quality of communication is the key to the effective execution of the lesson. Speakers can do the following to master the aim (in a psychological sense). The quality of communication, via the appropriate medium, creates a comprehensive message about the execution of health promotion in puskesmas. Accordingly, the usage of Audio Visual Aids (AVA) media affects the quality of persuasive communication in health promotion from an Islamic perspective. The findings of related studies on learning aids that blend visuals and audio are reinforced. AVA films may be altered, viewed, heard, read, and used in teaching and learning activities, influencing the success of educational programs. Video Audio Visual Aids (AVA) are also instruments that aid in hearing and vision (Naish & Court, 2014).

According to Healthy People 2010, the word influence is also contained in the sense of persuasive communication, which is the art and techniques used to information, influence, and motivate individuals, institutions, and the public about important issues in the field of health in order to improve the quality of health an Islamic perspective. Rules in Islam integrating with health promotion can make it easier for all levels of society to understand changes in health behaviours. Health promotion strategy uses more than one theory to develop an intervention plan. So far, the discussion has shown the link between religion and health, describing various concepts of Islam derived from the three main concepts of Islam that go towards health. Health promotion is essentially an effort to persuade or encourage every one of its people to invite each other to understand and know what is good and what is wrong. With this simple but essential concept of Islam, a health promoter can start a dialogue with Muslims directly at the individual level or indirectly

through the leadership level. This dialogue will offer a comprehensive understanding and analysis of society to imply the concept of Islam implementing the theory of the health promotion mode (Darmayani, N., Reni AH, 2015). Explains why health communication is becoming more widely acknowledged as an essential component of efforts to promote both individual and public health from an Islamic perspective.

5. Conclusion

Video Audio Visual Aids (AVA) media affected the persuasive communication abilities of the health promotion community in health facilities. By effectively stimulating what is seen and heard in the message reception process, Audio Visual Aids (AVA) media can promote competency in persuasive communication support in the promotion, prevention, curative, and rehabilitative delivery of health from an Islamic perspective. In the herd immunity phase, intervention against employees responsible for health promotion through persuasion, persuasion, appeal, invitation, providing information, or awareness in the selection and use of digital-based media is required to ensure that health promotion from an Islamic perspective is carried out following health protocols. Endeavour to enhance the level of public health from an Islamic perspective, which is impacted by several elements, one of which is human resources. The presence of trained and persuasive communicative employees responsible for health promotion significantly impacts the success rate.

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