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**THE IMPROVING OF REFERRAL HOSITAL QUALITY  
THROUGHT THE TRAINING OF NURSING SERVICE  
COMMUNICATION BASED ON THE CULTURE SENSITIVE  
AT KUNINGAN REGENCY IN WEST JAVA**

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## ABSTRACT

Health services in referral hospitals, there are very correlation to the culture aspect of patient, the cultural patient diversity has an impact on the need of health services that concern on culture sensitive. Nursing service is an integral part of health services. One of the main competence underlying nursing service quality is communication. Communication is sub-element of culture. The diversity of patient cultural had an impact on the need will communication services nursing sensitive culture. This research aims to improve the ability to communicate toward of nursing service that is sensitive toward priangan cultural and to identify the influence of communication that priangan culture sensitive for health services at hospital in west java. This research design used *action research study*. Participants were 30 nurses and 10 patients, It was taken by *purposive sampling*. Data collection would be carried out through, observation, interviews (in-depth interview) with the FGD approach (focus group discussion discussion), field notes, and evaluation of the communication implementing based on culture sensitive nursing done nurses before and after the training to communication nursing sensitive

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service based culture that presenting by its experts of sundanesses culture, the expert of communication, and the experts of nursing. The instruments to collect the data by using *voice recorder*, video record and camera photo. Research results are as follows: **the first stage** of *the phenomenology study* was produced theme as following: 1. Communication was implemented unclear, 2. Communication has done but not systematically, 3. It is not familiar communication based on cultural (assessing of social and cultural is rarely done). **The second stage** action research, a study done is training communication in the service of nursing based on priangan culture, based on the test of *Wilcoxon Signed Ranks Test* was obtained that in; 1) the knowledge of participants that there was no significant difference p-value; 0,389, 2) attitude participants there are significant differences in communicating nursing service based on cultural sensitive with p-value 0,001, and 3 ) there are significant differences of implementing when communicating health services on culture sensitive with p-value 0,002, before and after the training of communication health services based on culture sensitive. The third stage of phenomenology analysis , it was obtained theme: 1) trying to implement of service communication that based on cultural sensitive systematically, 2) Completing the social and cultural assessment, 3) willing to turn out the way communicate of routine. Advice provided is an impulse and support of policy makers at Hospital in 45 Kuningan District to arrange The standard operational procedure (SOP) nursing service communication based on culture, and there is a policy that set for its implementation.

## INTRODUCTION

Nursing service is a form of professional services an integral part of health services based on science and nursing tips, its shape bio-psyco-sosio-spiritual service comprehensively is intended to individuals, family and community whom either in sick condition or health that includes the whole process of human life. Nursing service make a large enough difference to the quality of service overall, this is because nursing service was one of three main health

services besides medical services and medical facilities services. Nursing is a profession that has competence through have higher education, who has the authority to give the care of nursing to the clients, the nursing care is given comprehensively, covering bio, psycho, social and spiritual (Tomey, 2000 ; Potter & Perry, 2004). Nursing as a profession requires service nursing provided in a professional based on the implementation of the nursing with knowledge, communication of interpersonal, and a good technical skills (Agus, 2009). The nurse' role in nursing providers are huge, the role of nurses, it can be identified in providing aid to clients to get healing. Providing assistance was in the form of nursing care services and the nursing scientific the approach of nurses professional nursing. Some experts agree that the role of nurses is as follows; 1) providers, 2) educator, 3) researcher, 4) conselor, 5) advocate, 6) communicator. Communication is a fundamental competence of nurses professional. Watson. (2004) and swanson. ( 2006 ), suggested that one component aspect of nursing care is the ability to communicate with clients, either as individuals, families or communities. Another aspect of nursing roles; assistance, the promotion of a safe environment, research, participation in the formation of health policy, patients and management systems of health, as well as education (*International Council of Nurses, 2007*). Communication and information of nursing is a component which is extremely important for health care. Environmental health information includes understanding, skills, and instruments that allows to share and use information to convey health care and promoting health (*British Medical Informatics Society, 2004*). Communication is sub elements of culture. Language as a principal constituent of culture, be instrumental in communicate to establish relation between humans. The individual development of from the infants until died happened over the culture that is widely and different. This development need adaptation and inacculturation (*transculture*). Culture without communication is incomplete and lose significance. Distinction communication indicated by many ways including distinction language. Communication is not only one belonging to a scientific discipline a profession, but communication is an important part of and universal with various professions. Professional communication nursing made as main competence of nurses professional. Clear communication and effective is important aspect when dealing with clients give nursing care. Language differences create hurdles culturally between nurses and clients. Information on cultural backgrounds clients very beneficial to provide nursing

care in a holistic (Koentjaraningrat. 2002; Potter & Perry. 2006).

## Research background

### 1. General purposes

To produce a communication method on associate nurse in the service of nursing that characterizes nurses professional according to social and cultural of Priangan- West Jawa in Indonesia

### 2. Specific Purpose

1. Identified the way of communication on a nurse association Priangan - Jawa – Barat – Indonesia
2. Identified perception and hope of clients, family and other health team will communicate with nurses association.
3. Identified communication implementing the nurse in the West Java in concerned culture and as needed.
4. Identified the implementing communication nurse who showing characteristics priangan culture.
5. Identified the completeness of social and cultural assessment by nurses implementing nursing to determine service.

## Theoretical Observation

### 1. Nursing Communication

Communication is a process that very specific and meaning in connection to people. On nursing communication profession become more meaningful as a major method in nursing implement the process, for that nurses need specialized skills and social care that includes intellectual skills, technical and interpersonal reflected in behavior caring or affection and love in communicate with clients (Swanson, 2002). Nurse who has skills communicate in therapeutic would be easy to connect mutual trust with clients. Communication of prime professional will give satisfaction in the service of nursing and improve the image nursing image professional and hospitals (Achir Yani, 2000). Zeithmalh, dkk (1990: 23) Said that in assessing the quality of health service or services nursing there are ten indicators the quality of the: 1 ) *tangible; real or intangible* ) , 2 ) *reliability*, 3) *responsiveness*, 4) *competence*, 5) *access*, 6 ) *courtesy*, 7) *communication*, 8 ) *credibility*, 9) *security*, 10) *understanding the*

*customer*. See the statement above, how important competence communication that should be owned nurse in nursing service. It cannot be denied that communication one of the important elements in determining the quality of health services especially nursing service .Communication that adequate, indicating quality of professional a nurse. (Watson, 2000; Leininger, 2002; Hamid, 2002; Nurachmah, 2004).

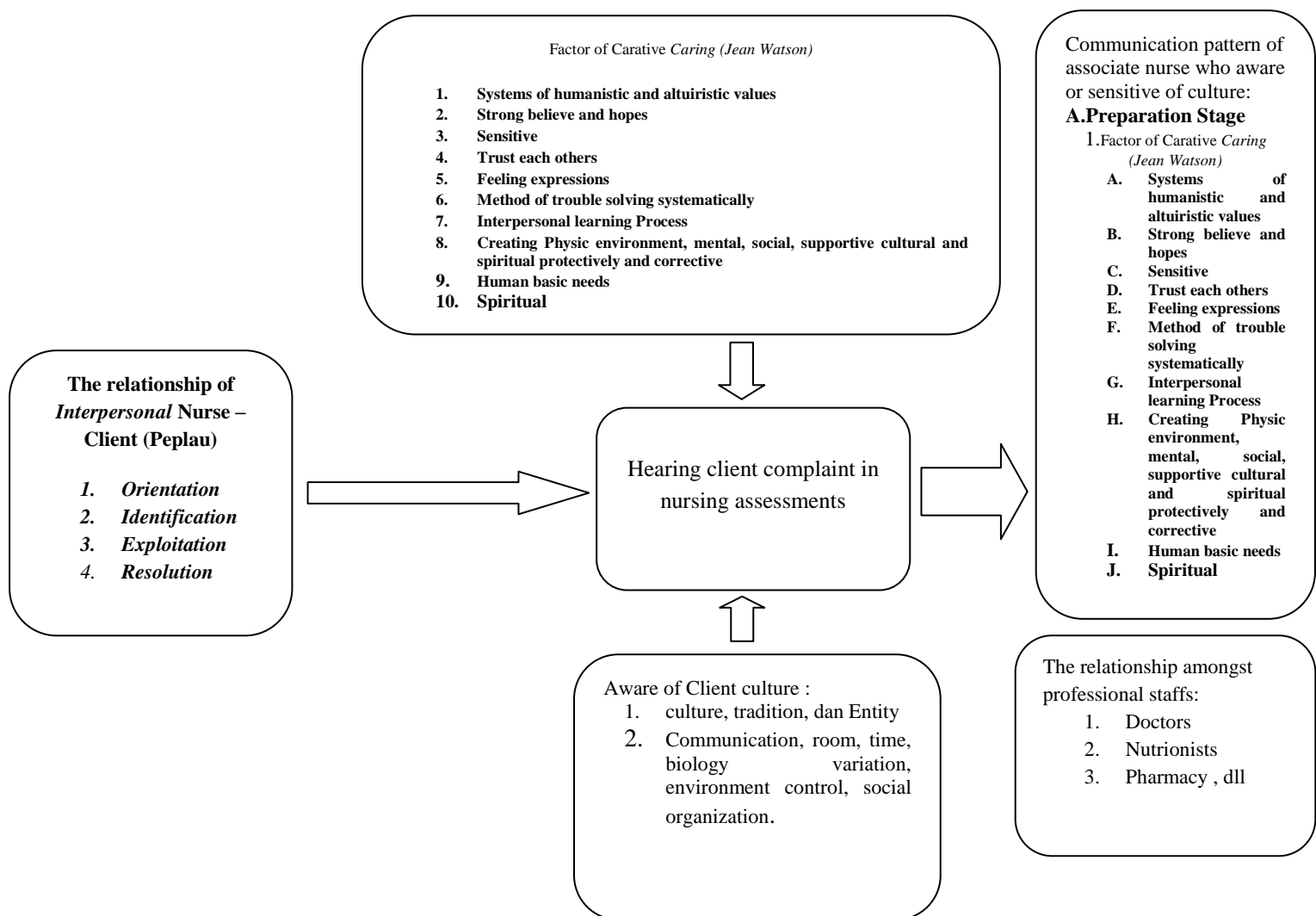
### 2. Communication in Priangan culture perceptive

Communication is a component of method of culture. Learning process and individual interaction inter culture and cultural intra need communication, through from its communication by individuals in many ways. The culture influence of communication can be observed through; verbal communication, non verbal communication, physical touch, sound intonation, grammatical, prologue in communication. It is likewise when individual learn communicate. Looking at communication culture sundanesse can not in terms of one aspect, good political and intellectual. Culture of sundanesse politically viewed as preserve local knowledge in any element activity community groups. While the culture sundanesse intellect contain a philosophy the meaning of life, the with life knowledge, social, speaking and interact with others. Communication culture sundanesse must also in terms of cultural dimension sundanesse being courtly, friendly (sundanesse term: *someah*) with various era developments. Culture affects nurses and clients to make interaction, using communication according to what they understand by the influence of their own cultural backgrounds (Mulyana & Rakhmat, 2003; Salahudin, 2010). Cultural correlation and communication are very important to be understood by nurses. Style of communication with language that clear, detail explanation of procedures when nursing is doing intervention competence that need owned by nurses. Communication process corresponding culture clients will affect clients and family in decision-making intervention to clients. Communication contains a socio-culture that associated with perception, verbal process and non verbal (Mulyana & Rakhmat) 2003. Components socio-culture is parts of communication intra and across culture. Nurses professional will face of various a client culture backgrounds, to be understood all characteristics. Culture consisting of elements of socio cultural impact on the relationship between nurses and clients.

## METHODS

A design research is *action research* with approach ethnography on the collection of basic data as well as at the time of judging differences after the intervention, so that it can be assessed the effectiveness of the implementation of the intervention. Interventions will be done in this research communication namely training nurses executive Priangan culture sensitive, a change that occurs in a practical manner and systematic to the projected better implementers of nurses in conducting communication nursing. The researcher reason used a qualitative study method is caused there are phenomenon that cannot be reached by quantitative research on the aspect of the implementation of culture,

psychological, social and spiritual. Communication is the performance of culture or way of life participants (Leininger, 2004; Potter & Perry, 2006). Researchers conducted observation to try and looking at how the process of the mind participants influenced by cultural, in making decisions to perform communication. Data collection would be carried out through, observation participants, interviews (in-depth interview) by approach of group discussion focus(FGD), and field notes, to communicate implementing nurse in the service of nursing. Data equipped with *a tape recorder, video and camera photo*. The data were taken in inpatient wards with the culture, the norms, rules and the decision making process participants going on there.



**Figure 1.** Research Concepts; Nurse communication behavior with client and theory that become fundamental of nurse communication skill.

## RESULTS

1. The first research (Phenomenology)

The first stage was taken the identification of problems with phenomenology approach. Data collection method in included was in-depth interview with the approach *Focus Group Discussion (FGD)*. FGD

conducted to 28 the health workers (Nurses - Midwives) as participants. Participants is the (care services giver) and head of ward (manager). In addition to health workers in-depth interviewed were also done to seven (7) patients in the ward of such as angrek ward, mawar ward, Bougainville ward, dahlia ward, cempaka ward, melati ward. The theme of research that resulted are three theme as following: 1. Communication was implemented unclear, 2. Communication had not done systematically, 3. It is not familiar based communication culture. Here is the result thematic analysis was done in the first.

## 2. The second phase of the research (intervention analysis)

The second phase, the researcher conducted the intervention analysis. An intervention analysis done was research action. A study done is training communication in the service of nursing based Priangan culture. The basic training is the analysis phenomenology in the first. Analysis phenomenology the first discovered three the theme: 1. Communication is unclear, 2. Communication has not been systematic, 3. Factors were such as social and cultural not to be analyzed. Based on the findings the theme was organized as TOR (Term of reference for training). TOR compiled then sent to the Hospital 45 Kuningan Regency. TOR contains material of training, Presenters or speakers. The period for implementation and place of implementation. Presenter consisted of the experts of nursing and experts of communication nursing service. Speakers in training, it consists of the head of Nursing Hospital 45 Kuningan Regency, researchers, and experts nursing of FIK Unpad. Training was done in two days. It was held on the date 7<sup>th</sup> – 18<sup>th</sup> of November 2015. The first day of the explanation of communication nursing material service based on Priangan culture. Pre-test done before presenting of material from the speakers. The second day of to training then it was done the trial of intervention to patients inpatient wards. Following the trial, participants do post-test for measuring knowledge; attitudes and action after conducting the study through training.

## 3. The third phase of research (Phenomenology)

The analysis of phenomenology on the stage of research into three obtained the results of the three themes which complement themes on the findings of the first phase of research. The themes are as follow, 1. Trying to implement the communication systematically, 2. Completing of analyzing the Social and cultural, 3. Willing to turn out the way communicate of routine.

## DISCUSSION

The discussion of the results research described that six of the theme research were found in the first phase and the second phase of the research. The discussion of the results research will begin from the theme as follows: 1. Communication done it was not immediately clear, 2. Communication has not been carried out systematically, 3. Things related to social and cultural rarely examined. 4. Trying to implementing communication systematically, 5. Completing study social and cultural, 6. Willing to turn out the way can communicate from the routine.

## CONCLUSION

1. Communication of service nursing have been done by the nurses at RSUD Kuningan Regency, it has been accordance with standard minimal which it stated in theory and the concept of service nursing communication.
2. Communication has not been done systematically, clearly and completely.
3. A result of analyzing in implementation of the research with research action design, it occurred knowledge change, attitudes and skill of nurses in communication toward nursing service that based on the culture.
4. There is the will and the awareness of a nurse to implement of nursing services that based on the culture on the service of nursing.
5. It is needed encouragement and support of the decision makers at RSUD Kuningan Regency to the nurses in implementing nursing service communication that based on culture, as part of efforts to improve the quality of the referral hospital service.

## Suggestion

1. For RSUD Hospital of Kuningan Regency. The RSUD Kuningan Regency hospital should arrange Standard operation procedure (SOP) of nursing service communication based on culture, and there is a policy that is set for its implementation.
2. For all Nurses at RSUD Hospital of Kuningan Regency. The nurses at RSUD Hospital of Kuningan Regency are hoped to keep being able to implement stage of nursing service

communication that based on culture, do not ignored by bustle and of the routine activities, because communication in the service of nursing is not separated part of the routine activities the nurses, but it is a tool to implement nursing service better from now and then.

3. For Institute of Nursing Sciences  
The research result can be made of information and references in order to prepare for nursing students having the communication skill based culture, as a component of nursing care, so at the time the students become the nurses have been ready automatically and get ready to implement it in the nursing service.

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