

MANIFESTATION OF THERAPEUTIC FUNCTION IN HEART HEALTH COMMUNICATION DISCOURSE THROUGH HEART HEALTH FOUNDATION WEBSITE

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ABSTRACT

Nowadays, the need of society to obtain information has been increased, especially with the emergence of various mass media. Internet or online media is a new facility which plays a significant role in conveying information and a medium for communication to the public. In this case, the information is related to the issue of heart health because quantitatively a number of patients with heart problems has been higher. According to the data center information from the Ministry of Health, the global non-communicable diseases that are the cause of death is cardiovascular disease annually. Cardiovascular disease is a disease caused by cardiac dysfunction. This research should be done especially for heart health information pertaining to the therapeutic message function. Therapeutic is anything that facilitates the healing process (Hornby in Nurjanah, 2005). Messages containing therapeutic are the motivation; these messages are given to patients in order to foster a sense of optimism and progress in the health of people or readers in general. This study aims to determine (1) the structure of the text, (2) social cognition, (3) social context in news articles about therapeutic discourse in health heart communication message. The news raised is news throughout the 2015 available on the website HEART HEALTH FOUNDATION INDONESIA. Discourse analysis used is Teun Van Dijk Discourse. The method used in this research is descriptive qualitative. The expected result is going to reveal the structure of the text message later we can understand social cognition contained in news articles as knowledge as to what level and social context in terms of public health awareness of the importance of prevention of heart disease as the primary vision.

Key Words: Manifestation, Therapeutic Function, Discourse, Health Communication.