The Healthy Indonesia Program is implemented by utilizing all the potential that exists. This program starts from the smallest unit of society (family), so that the Ministry of Health establishes an operational strategy through the Family Approach by visiting families in its working area to increase the access range of health services in each health unit. Banyuwangi is one of the districts in East Java that supports the program. Many health programs in Banyuwangi, one of which is the "pick up the ball, take care of residents" program to serve the community, so that residents do not need to come to the Puskesmas or hospital, because health workers come to the residents home. This program requires citizen cooperation for optimally working because it requires interaction with residents to find out the condition of the sick people. Citizen interaction in providing information to health workers in improving the efficiency of work of officers visiting sick people can be built through an information system that is a public health complaint service system in the development of a public health complaint service system adopting a family approach in developing the business process of the system.

The gamification concept is implemented to increase interaction, participation, motivation and enthusiasm of users to use the system so that users actively provide information and respond because this concept is complemented by the challenge and reward through giving of points from collected activities, such as giving information and providing responses about sick people, etc.