# IMPLEMENTATION OF GAMIFICATION CONCEPT IN THE HEALTH COMPLAINT SERVICE SYSTEM TO IMPROVE THE PUBLIC HEALTH SERVICES SYSTEM OF BANYUWANGI FOR SUPPORTING THE HEALTHY INDONESIA PROGRAM THROUGH A FAMILY APPROACH

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## Introduction

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 optimaly 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 point from collected activities, such as giving information and providing responses about sick people, etc.

## AIM

The general objective of this research is to design a business process system to support the government program Banyuwangi "pick up the ball, take care of citizens" through a family approach. the next step was developed a web-based application The Health Complaint Service System. This application is used as a forum for users to share information, support information and respond to information, especially information related to poor people who are sick. The goals to be achieved in developing this application include:
1. provides active, interactive and persuasive communication between users. Users of this application are residents of Banyuwangi, health workers from the puskesmas, member of Posyandu, community leaders
2. providing innovative information for citizens about health, especially related to nutrition;
3. improve the response of health workers in serving citizens;
4. provide additional information for the government so that it can assist in making decisions to serve the people of Banyuwangi
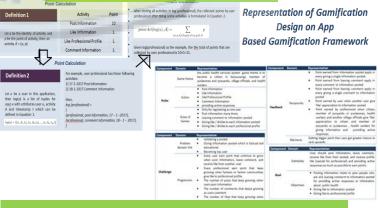
## Method



## Business Process



Before implementation app

after implementation app

## Gamification Concept



Representation of Gamification Design on App Based Gamification Framework

## Conclusion

In this application, gamification located to:
a. points of acquisition of posted information points,
b. number of users likes from posted information,
c. number of comments from users, and
d. number of responses from health workers or members of puskesmas or posyandu

In this application, the family approach is located in business processes. there is an interaction between citizen and health workers. after one member of the citizen in Banyuwangi give information or information via a post in this app, the members of the Puskesmas or Posyandu or Health Workers give comments in the app, they come directly to the sick.
at any given time the officer provides family information that will or has been visited to monitor health

## One of Example About Activity In App



## Acknoledgement