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THE BEHAVIOR OF THE COMMUNITY IN THE SELECTION OF THE PLACE OF TREATMENT BETWEEN MEDICAL AND NON MEDICAL TREATMENT IN INDONESIA

Dr. Darwis M.Kes
(Lecturer at STIKES Nani Hasanuddin, Makassar City, South Sulawesi Province, INDONESIA)

ABSTRACT
This type of qualitative research approach through Phenomenology, as results showed the public have two alternatives in dealing with a symptom of pain or disease. Modern and traditional medical system is two things be means "healer" from pain.

The community will select the two alternatives in accordance with experience or knowledge of them. There are diseases that could indeed be cured by modern medical system, and others contended that there was a disease that could only be cured through incidental supranaturalistik. Subject to the views of the public about the disease itself.

The public still trust the usefulness and efficacy of treatment of the traditional medical system, but only when they've tried to tackle the modern medical system in advance to be sure, diagnose, what exactly is a disease of her When in the process of healing of no effect which is quite perceptible, they would take alternative treatment.

1. INTRODUCTION
Health is one of the important components in the community. Health is a primary needs, basic needs that must be met above the needs of clothing, food, and the Board in a very dynamic community. Because only with the condition of healthy human can perform their activities smoothly and comfortably. Though it did not close the possibility that people who were exposed to the disease symptoms, or are already in a State of pain can still perform activity, but will not make the conditions when he was healthy, physically fit and mentally of course. The tendency of society at the present time to eat and there are even some who leave chemical drugs consumption patterns or medications that are categorized as modern medicine (modern medicine) is one indication that health There will always be things that get noticed and be a top priority that will always be guarded in any condition. The community with any particular consideration will wear a traditional or modern drug products in accordance with the Customs and belief in the concept of illness and disease that they understand.

An understanding of the community, in the areas of treatment, i.e., processes, as well as forms of traditional medicine is sometimes a difficult there received by logic. For example, in the case in the majority of the community when they feel symptoms of pain in the form of dizziness, chills, colds, and issued a cold sweat did not immediately go to the doctor for diagnosis of State of what was him, sick? And if sick how severe the disease?. Society tends to be interpreted the situation with their understanding of the disease that sometimes harm if not immediately follow up properly. Dealt with by people who are experts in that field.

Society in General will only be interpreted that this is a normal state, "pass them over/massaged on" alone surely will also be improved. But if the note in modern medical point of view, "the phenomenon of the culprit" might actually harm the body of the patient, because if the skin of the patient has a high sensitivity level will cause irritation, whether severe or mild irritation.

Aware of their old habit inherited by ancestors since it used to be, and the more worrisome is the act as written above, it has already become part of the culture within the community itself. What's a disease in the community oversight is a disease caused by something unseen, like sawanen (a State where people suddenly ill after performing the takziyah of a person who has just died, the disease is more known as a disease that is caused due

to disorders of the unseen), Bewitched, possessed that sometimes resulted in the loss of common sense (crazy) and others is a disease that is more dangerous than the diseases that can be diagnosed medically modern.

Because they consider the only people with certain expertise and mysticism that can treat diseases of this kind. Thus the community has a tendency to treat and take advantage of the services of a traditional medicine that is still growing to this day. Regardless of whether it really pain caused by modern medical factors, such as a disease caused by germs, bacteria, and viruses that can be addressed using modern medical treatment as well as traditional (in the form of herbal concoctions), or a disease that is caused by invisible factors, i.e. diseases caused by disorders of something unseen (witchcraft¸ possessed etc.).

A. Problem
How the trend of the community in the selection of medical and non-medical treatment

2. A REVIEW OF THE LITERATURE
In the past, administrative science seen as normative science that emphasizes "what should be", but the current developments, view last experienced a demistifikasi, and experts see the Administration as science policy science that combines the question "what should be" with "what is" in the form of the question "what is probable" next; Moeljarto in Marlon (2009).

Public administration from each country has a number of specific features of "the way things are done", which is different from one country to another. In addition, in every administration there are many agencies with their own distinctive characteristics: local, provincial or regional, national and transnational institutions even (in Dr. Enrique Claver, Dr. Juan Llopis and Dr. José l. Gascó, 2000). Most theories of public administration (1997 Frederickson; Perry and Wise 1990 in Vandenabeele, (2007) identifies these behaviors as self-sacrifice in realizing the public interest and altruism as the specificity of civil servants and it is very difficult to explain this type of behavior in terms of rational choice (Vandenabeele, 2007).

The exact role of the communities in public administration has been an active and sustainable area on the investigation, experimentation, revolution, and controversy since the birth of this nation. Contemporary movement to examine the role of the community in the administrative decision-making process has come as a response to problems in the second half of the century and as a result of concerns on the part of citizens, administrators, and more politicians on the desperation of citizens and apathy (Box, 1996; Putnam, 1995, Timney, 1996; In 1995 Thomas, Cheryl Simrell King, Kathryn Feltey and Bridget m. O'Neill Susel, 1998). Because both of the citizens and their leaders have realized, "participation through the normal institutional channels have little things that have an impact on the Government's political substance" (Crosby, Kelly, and Schaefer, 1986 in Cheryl Simrell King, Kathryn M. Feltey and Bridget O'Neill Susel, 1998). Many citizens and politicians, administrators, interested in improving public participation in the decision of the community. Attempts to do so are currently underway across the country (Cheryl Simrell King, Kathryn Feltey and Bridget m. O'Neill Susel, 1998).

Administration as art because in implementing it using the skill that reflects the ability of the individual, as expressed by the Administration was that besides Siagian as artistic science as well as scientificart. Administration require ethics in serving the interests of the community. As put forth by Plato in Irawati (2007) says that one cannot be a good public administrator without being first a philosopher.

Bellone (Irawati, 2007) argues that the discipline of public administration is predicated on the study of organization. Organizational theories, hypotheses about human behavior in a complex organizational and administrative theories and hypotheses about human behavior in the Working Group, is the basis in the theory of public administration. To be explained that the public administration is talking about human behavior in government organizations. Even Shafritz and Russell (2005:5) in Irawati, 2007) posited; It is easy to define administration if you are content with being simplistic: it is governmnet in action – the management of public affairs on the implementation of public policies.

The verdict against the existence of the public administration as a political science is also part of which is supported by Allen Schick which are convinced that the public administration basically serve power and have full power to do his devotion to helping the ruler in governing more efficiently (2002:33 in Thoha, Anwaruddin, 2004).

This kind of thinking is particularly expressed by Dwight Waldo (1953) (Anwaruddin, 2004) that gives a sense of the public administration, that "the organization is public administration and management of men and materials to achieve the purpose of government".

A. **Service**

According to Munir in Hendra Hadiwijaya (2011:224) services are activities by someone or a group of people with a grounding system through material factors, specific methods and procedures in order to meet the needs of others in accordance with its rights. It is explained that the Ministry is a form of systems, procedures or methods that are given to another person in this case the customer so that the customer's needs can be fulfilled in accordance with their expectations.

According to the great Indonesian Language Dictionary (1997:571) the notion of service is a convenience provided in connection with the process of buying and selling goods and services. Meanwhile, according to Fred Luthans cited in his book Moenir (1995:16) service is a fulfillment process through the activities of the person concerned the efforts others have done in order to achieve the goal. Meanwhile, according to Dennis Walker in his book entitled give precedence to Customers as it has been translated by Anton Adiwiyoto (1997:13) suggested that: the Ministry is a very subjective and difficult because services defined as the subject who perfoms a transaction may react differently to what it looks like in the same Ministry.

According to Adrian Payne in his book entitled Marketing Services (2000:8) renders the definition of the service (the service) is an activity which has some elements of non-existent (intangbility) that is associated with it, which involves some interaction with consumers or with property in ownership and does not generate a transfer of ownership.

Kotler formulating service as: "any act or performance offered by one party to the other party in principle intangibel and does not lead to the transfer of ownership of any kind. Production could also be bound and not bound to a physical product, "as quoted by Yazid (2001:2) in his book entitled service marketing Concept and implementation.

While according to Zithaml and Bitner in his book entitled Service Marketing as already quoted by Yazid (2001:3): "the service that includes all the outputs of the economic activity is not a physical product or construction, consumption and production is carried out at the same time, and the added value they provide in the form of (comfort, entertainment, health and speed) which in principle intangibel first for buyers ".

The definition of some of the above it can be concluded that:
1) The Service is an "ease" that arise due to the buying and selling of goods and services.
2) Most services have a "non-existent element (intangbility) and some other intangibles.
3) Service is a "process of fulfillment" through an activity or activities of others.
4) The subject services are "customers" who can give you a different reaction against services that it looks the same.

A friendly and professional service has become a condition that must be met by providers in the administration of the State Waworuntu (Suratno, 2013). Siagian in Hasma Erpianti H (2009:9) renders services are often defined as activities take care, prepare something good in the form of goods or services against its users (stakeholders), customer (user) and consumers. It is also expected that the good climate service within the work unit, better customer assessment of employees will service quality (i.e., the employee's performance). Eventually, customers will be more loyal to the organization when they assess the performance of the employees are more positive (Marisa Salanova and Sonia Agut, 2005).

Empirical evidence suggests that, with employees who are able to provide high quality service the extent to which employees are able to, customers are more likely to evaluate the results of the meetings service, satisfaction, and experience increase their purchases and their future visits frequency (for example, Borucki & Burke, 1999; Bowen, Siehl, & Schneider, in Liao Hui and Chuang Achia: 2004).

Tjiptono (1998) in Hendra Hadiwijaya (2011) reconsideration of the service quality/service is the level of excellence for meet the desires of the customer. According to the opinion of the quality of service or as an

excellence-excellence given company in order to meet the wishes of the customer. While according to Siagian (1998) in Hendra (2011) services in General is the sense of fun that was given to others accompanied amenity and meet all their needs.

Thus the Ministry is providing pleasure-pleasure to the customer by the existence of amenity so that customers can meet his needs. Payne (in Hendra (2011) declaring services relating to the quality of an organization's ability to meet or exceed customer expectations.

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B. Public Policy
The process of public policy, at the very least include: 1) the formulation of a problem; 2) Forecasting; 3) Recommendations; 4) Monitoring; 5) evaluation. Innovative public policy always should be: 1) Based upon the public interest; 2) planning, execution, and oversight, as well as his engaging public participation; 3) their definitions are always dynamically moving in accordance with the development aspirations of the public.

Michael e. Porter in Susilawati (2007) tells us that competitive advantage from each State is determined by how capable the country was able to create an environment that fosters the competitiveness of every actor in it. In the context of global competition, then the task of the public sector is building an environment that allows each of the principals of development able to develop themselves into the perpetrator-perpetrators are competitive.

Thomas r. Dye defines that "Public policy is whatever the government chose to do or not. to do "(whatever that is selected by the Government to do or not to do). From this definition, then public policy includes everything stated and done or not done by the Government. In addition, public policies are also policies that are developed/created by agencies and Government officials.

In this case the theory of public policy that authors use is public policy theory, according to Thomas r. Dye which States that public policy is what was done by the Government and what was not done by the Government. One of the important things related to public policy is the process of making public policy. According to Thomas r. Dye public policy making process is a political process that involves a wide range of interests and resources so that the end of the political process is a subjective product created by the conscious choices of principals the policy.

1. Transparency, theory and the role of public policies
Implementation of policies is a process implementing the policy decisions made by the individual/group or Government officials as well as private in order to achievement of the objectives outlined in the policy decisions that will affect the final results of a policy. With regard to the success of the implementation of the policy, Edward III suggested four factors that affect the implementation of the same policies or whether a policy is successful (1) communication (2) resources (3) Dispositions/Attitudes (4) Structure Bureaucracy (Supianto,2012).

Richard Layard (2005) in John f. Helliwell (2005) argues, the trend of short-term commitments, and the rising monetary and other linking the award to individual performance targets, especially the short term.

2. The theory of policy formulation
The formulation of the policy is the policy early in public policy. In either the theory of policy formulation, there are at least 13 (thirteen) of the types of policy formulation, namely, institutional theory, theory, theory of process groups, the elite theory, the theory of rational, incremental theory, game theory, public choice theory, theory the system of integrated observations, theory, theory, theory of strategic, democratic and deliberative theories (in Burhanuddin, 2009).

The theory of deliberative or "deliberation" developed by Maarten Hajer and Henderik Wagenaar (2003) in the Burhanuddin (2009). Government's role in this theory is no more as legalisator of "the will of the public". As for

the policy analysis role is as the processor is in the process of public dialogue in order to produce a public decision to serve as public policy.

C. The Concept of Management

Management comes from the ancient the French languange ménagement, meaning the art of implementing and organizing. Therefore, management can be defined as the science and art of efforts to utilize all the resources belonging to achieve objectives effectively and efficiently.

1. Development of The Theory Of Management

Three schools of thought in management: (a) the flow of classic (which will be divided into two streams, scientific management and organized the classics), (b) the flow of human relationships (often called neoclassical flow), and (c) the flow of modern management. It will also discuss the two management approaches are evolving lately-approach system and contingency approaches (contingency approach) that it intends to integrate various existing management theory.

2. Management Functions

The principle can be defined as a fundamental statement or a general truth is a guideline for thinking or acting. The principle is fundamental, but not absolute in nature because the principle was not a general. In conjunction with the management principles are flexible in the sense that it needs to be considered in accordance with specific conditions and situations change.

As for management functions according to Griffin, (2002) are:
a) Planning (Planning)
b) Organizing (Organizing)
c) The Direction and implementation of (Directing/Leading)

3. Employee Performance

Performance management in Government, is the main responsibility of a leader, where the leadership help employees in order to perform better. Performance appraisal is done by telling employees what to expect to build a better understanding between each other. Assessment of employees must recognize achievement, and make plans to improve the performance of employees. (Supriyanto,, 2009).

According to Payaman j. Simanjuntak, (2005:12) working conditions include the convenience of the working environment, safety and health aspects of work, working conditions, social security and waging system, as well as security and harmony of industrial relations.

To assess the performance or behavior based on this process, organizations typically determine the performance factors as a basis for judging. Performance factors were not pointing directly to the perpetrators, but the process and behavior that is visible in the process (Mahmudi, 2010).

The health system in Indonesia is inseparable from the health development. The bottom line is the whole health system activities has the main objective to promote, restore and maintain health. Health system benefit to society with fair distribution. The health system not only assess and focus on the "level of benefits" are given, but also how the benefits were distributed.

In theory, a country formed by the community in an area that no other aims to meet the needs of each of its members live together in a corridor of togetherness. In the thinking of every Member of society, the country will carry out its function of providing the necessities of life related to coexist with others around him. On a day to day life, needs along with it we often interpret as "the needs of the public". One example of the need for a public health is fundamental. Health is a public service that is absolutely and intimately connected with the welfare of society. For all services that are absolute, the country and the establishment of an obligation to provide quality service and accessible at any time.

Services in the field of health is one of the most widely form of service needed by the community. One means of health services have other very important role in providing health services to the community is the hospital. Hospital as a social institution that provides health services to the community, has as an institution that is not

intended for profit or non profit organization. Nevertheless we can turn a blind eye that needed information systems in hospitals.

A hospital is an institution in the chain of the national health system and the task to provide health services to the whole community, because of development and organization of health care in the hospital needs to be directed at the goal in the national health. Not surprisingly in a health field need to always be addressed in order to provide the best health services to the community. Health care is of course is the fast service, precise, cheap and friendly. Given that a country will be able to run a development well when supported by a healthy society physically and spiritually.

To retain customers, the hospital sued consumers trust always keep carefully with attention to consumer needs in an effort to meet the wishes and expectations of the services provided. Consumers in this hospital patients who expect service at the hospital, not just expect medical services and nursing but also expect comfort, good accommodation and harmonious relationship between hospital staff and patients, Thus the need for improved quality of medical services in hospitals.

D. Understanding Health

Health is a State of well-being of the body, the soul, and social allows everyone to live a socially and economically productive. Health maintenance and prevention mitigation efforts is the health disorders that require examination, treatment and/or treatments including pregnancy and childbirth. Health education is the process of helping someone, by acting in singly or collectively, to make decisions based on knowledge about the things that affect personal health and others. An even simpler definition proposed by Larry Green and his colleagues who wrote that health education is a combination of learning experiences designed to facilitate voluntary adaptation against behavior that is conducive to health.

The latest data show that currently more than 80 percent of the people of Indonesia are not able to get health coverage from institutions or companies in the field of health care, such as access, Taspen, and social security. Societies that are considered ' step daughter ' in terms of health coverage are those of the community and merchants. In the Ministry of health, this issue becomes more complicated, relates in the management of health services related not only some groups of humans, but also the special nature of health care itself.

E. Understanding Health Services

Health services is a concept that is used to provide health services in the community. According to Prof. Dr. Soekidjo Notoatmojo, this is the system of health care in which the ultimate goal is the prevention or preventive services and health improvement (promotif) with the objectives of the community.

In addition, there is also which gives the sense that the health service is the efforts made either alone or together in an organization to maintain health, promote health, prevent, and cure diseases as well as restore the health of the community.

Based on restrictions on the above understanding, it could be understood that the type and form of service that are found there are a lot of its kind. All of this is determined by the scope of the activities and organizing services. Organizing can be seen whether the service is carried out individually or in groups in an organization. While the scope of the activities could be seen whether only covers maintenance, recovery, prevention, cure disease, or a combination of these things.

In general health services are grouped into two types, namely the Ministry of public health and medicine. Health services that fall into the category of medical service is characterized by the presence of the nonprofit organizing alone or together in an organization. Its main goal is to rejuvenate and heal disease. Its main target is the individual and family.

Community health service is a service provided to the public or the public health service that is characterized by the presence of organizing which is usually managed together in an organization. The goal is the same, namely to maintain, improve the quality of healthy living, and prevent illness. Its main target is the public and specific groups.

The difference between the service of medicine and public health can be seen from the workers or that provide services. For medicine, it's obvious that serving is the power of the doctor. The main focus is the main target of the disease and the cure are a family or individual (individuals). This kind of service is usually less regard for efficiency and should not attract attention because this is contrary to medical ethics. In serving patients, doctors tied to legislation and run individual functions.

While it is for the Ministry of public health, workers serve are public health experts. The main focus is to prevent the disease and its main target certainly is society as a whole. In serving, the experts are usually looking for the most effective and efficient. They may attract the attention of the public and run function with organise. However, the implementing power also still get the support Act. Salary or income not from society but from the Government. Experts responsible for the entire society so that they can overwhelm the efforts of environmental health in the community.

To provide a service to the community, the service must be always available and are continuous (continuous) or all of the services needed by the community will not be hard to find. Furthermore, in serving the public, services must also be reasonable, acceptable or not contrary to the trust and confidence that is executed in the local community. In terms of costs, these costs must also be attentive to the factors of the economic ability of local citizens so that they will not be burdensome in terms of financially. Although the cost is cheap does not mean that the services provided be indiscriminate because the services provided should also be qualified in accordance with the code of ethics and standards already set before. If this is implemented, are expected to improve healthcare in the community.

F. Work Health Effort

Based on the manual Implementation efforts of health work in Clinics is one of the activities of the health development efforts in order to provide work for the public health protection of workers in the working area Clinic. Tangible form of such activities include health services at the community workers who are in work-area Clinics consist of health improvement efforts, occupational disease prevention, healing disease and restore health.

1. Understanding the efforts of occupational health

   Occupational health Efforts are the efforts of the alignment work capacity, workload and work environment so that each worker can work healthily without endangering himself or the environment in order to be retrieved optimal work productivity.
2. The scope of the Work Health Effort

The scope of work covers various wellness efforts efforts alignment between workers with workers and work environment both physically and psychic in the way/working methods, work processes and working conditions aimed at:

a) maintaining and increase the degree of public health workers in all the field work that is as high as the height of both physical, mental or social well-being.
b) Prevent disruption of public health workers caused by circumstances/conditions of the work environment.
c) provide protection for workers in doing improvements from possible harm caused by the factors – factors that endanger health.
d) Placing and keeping the workers in a work environment that suits your physical and psychic abilities work.

G. The Concept of Behavior

Talking about human behavior it is always unique. That is to say not at inter and inter both in terms of its human intelligence, aptitude, attitude, interests or personality. Human beings behave or work due to the need to achieve an objective. With the need or needs in a person it will pop up the motivation or Activator. (Widayatun, 2009)

The definition of the behavior of a large dictionary according to the Indonesian Language is a response or reaction of the individual being formed is driven (attitude), not just the body or speech. (Kaunang, 2009). The behavior is defined as an action reaction of the organism to the environment. New behavior occurs when

something is needed to cause a reaction, i.e. the so called stimulus. Means a particular stimulus will generate a reaction or a particular behaviours. (Qym, 2009).

From the explanation above it can be concluded that the behavior is formed through a specific process, and takes place in the interaction of man with his environment. Factors that play a role in the formation of behavior can be distinguished into two factors i.e. internal factors and external factors. (Notoatmodjo, 2003). Health behavior is a response to a person or organism toward a stimulus or objects related to pain and disease, health care system, food and drink, as well as the environment. (Syamrilaode, 2011).

The factors that affect the behavior
The behavior is a response to the stimulus (stimuli from the outside). The factors that distinguish the response to the stimulus is called the determinant of behavior. Determinants of behaviour can be distinguished into two internal factors and external factors. Internal factors namely the characteristics of the person concerned who are given or innate for example the level of intelligence, emotional level, gender and so forth. Factor external i.e. environment, either physical environment, physical, economic, political and so on. (Anonymous, 2011).

According to Ghana (2008) human behavior is influenced by internal factors and external factors. Internal factors are factors that are in themselves i.e. race/descent, gender, physical characteristics, personality, talent and intelegensia. While the eksternalnya factor, among others, education, religion, culture, economic and social environment.

According to Anderson R (1968) in behavioral models of families use of health services, the behavior of the sick medical treatment to the Ministry of health jointly influenced by predisposing factors (age, gender, education, occupation), factor possibility (family economy, access to the means of the existing health services and medical treatment costs the insurer) and needs factors (condition of the individual that includes complaints of pain). (Supardi dkk, 2011).

According to j. Winardi (2001), the behavior is not only dideterminasi by the desire, but also behavior is influenced also by the environment, knowledge, perception, social norms, attitudes and the mechanisms of Defense.

3. RESEARCH METHODS
Qualitative research approach through kind of Phenomenology

4. DISCUSSION

A. View the public against disease
Public knowledge about the disease will certainly vary from one region to another, even with the members in one particular region or regions will also gave rise to different interpretations among one person with the other. According to some people, people would say it hurts when they have been unable to do activities, e.g. limp and felt unable to stand because of a weak physical condition. There are unisex which interpret that pain is a condition where a person is totally unable to stand anymore, as long as it can still be standing and still productive, say no, or not yet fully sick.

Community construction of the concept of pain is itself a construction built culturally, this is because the disease is social recognition that a person could not perform its normal role is reasonably (Soejoeti: 2003) Community interpreting pain based on experience, that being "inherited" from generation to generation that sometimes in modern medical science a little contradictory. For example in case of fever, then a bunch of the public more familiar with the term pain all day. Hot and cold, they define hectic only as the effects of fatigue that is not too gave a significant impact for his survival. Even assuming that the community often hectic it is not a disease, because in terms of physical society which is still productive, is still able to walk and do activities as usual.

They will consider physical pain when affected by the disease are already unable to stand to do activities as usual. Then one of the reasons why some symptoms of disease sufferers who are already quite heavy but did not ask the help of a doctor is because they can be tolerant with pain and doubt that the pain would bring negative

consequences on the his life. It is a bit at odds with modern medical science generally tells us that when the physical condition in such a manner (fever, runny nose, dizziness) will be categorized as a condition of illness. Where a person should immediately get medical action as given drugs to minimize the incidence of physical condition deteriorated.

The multiplicity of viewpoints of the community will be a disease impact to the treatment done, regarding public perception against pain caused more or less occult Society assumes that when there are people who are healthy again, and then all of a sudden just sick without any cause, society believed that it could have been due to witchcraft. Or when someone after entertaining sisters or relatives who had just died, and then to the home he suddenly fell ill, the community considers that it is ill or sawanen. (the opinion of one community Pongangan)

For most of the community many believe supernatural things. As it was said and still believe that witchcraft Science (i.e. some sort of sorcery to injure someone through an intermediary spirits) was still valid until this moment, and partly, say that witchcraft and others still applies, However, to the concept of pain and illness that afflict someone definitely caused by things that are natural (virus, bacteria, or germs) and can be cured by modern medical drugs.

B. Community Response when exposed to a disease.

Communities affected by the disease, whether it is a disease which they consider as a disease that is both scientific and supernatural in nature will not be solely a direct action of the treatment in the form of traditional medicine directly. They would categorize in advance via the cause of pain. Whether the pain suddenly without any cause that results in the symptoms of the disease appear, or are all of a sudden, came away without any cause. When one of the pain after doing heavy activity, then periodically disease symptoms start to appear and getting worse (e.g. dizziness, weakness, and ultimately was unable to implement) the community will be checked by a doctor the purpose of diagnosing a disease what was actually in agony, if it can be detected by modern medical system, or even modern medical system is not able to detect the State of "actually" happened. When doctors said physically actually there is no problem whatsoever, but in fact the person is sick, it can indicate that the illnesses suffered were caused by something supernatural. After that the community will begin to do the treatment in modern medical system, i.e. taking the medicine the doctor's recommendation (if the person's diagnosis's promotions made physically ill). However, when the person is never cured, then action will be taken elternative be doing traditional medicine.

Traditional medicine on society will also be done by looking at the pain suffered, for example because the sawanen, or the actual disease in modern medical system there was no cure, but the public still familiar with using the system treatment of old models which inherited hereditary. On community Pongangan e.g. sawanen pain. The community will treat it with the help of village elders use or local religious figures. Usually the people affected by the disease were given drinking water that had been in the water, or pray that mixed with rajjah (a kind of paper labelled Arabic script).

There are unisex which use leaf dlingo and bengkle mixed with water and for. Then, if the community is exposed to high fever, the disease will be given medication in the form of leaves of Erythrina Variegata placed on patient's head. Indeed modern medically there are myriad drugs are recommended if someone is exposed to the disease, but due to the local belief that firmly entrenched (vested interest) illness arising will be cured using traditional medicine. And even modern medical which logically can be an anaesthetic, will not effect at all because it is the sick and the local community was "familiar" with the traditional system of medicine which become part of their culture.

There is even a medical action in accordance with the experience of the past that is widespread (but only a few people who still do this). For example, if someone is exposed to the eye disease in terms of Java beleken, they will treat it with the use of saliva elders or shaman (healer) by the way in pray first, and then his eyes blown by the elders and subsequent elders put thumbs down to l tongue at the end it is applied to the eyes of people who are exposed to belek. They still believe that this treatment technique is still potent, anyway she once treated with the treatment model, there is improved, aka cured of the disease that afflicts.

C. Means of Community Medicine

Most of the community is almost never off of the service at the same time expects satisfying service. To meet the needs of humans trying to indirectly through other people's activities. As claimed by the US. Moenir (1998)

the process of fulfillment through someone else's direct activities called service. (Anonymous, 2011). Whereas J. S Poerwadarminta viewed services as do the deed, serving what is required and expected by other people with the help of other parties that provide something needed by others. (Anonymous, 2011).

Health care is one of the aspects that play a role in the creation of health degree the evenly to the entire community. In accordance with the Organization of the purpose of health development that is independent of the community for the realization of achieving health care and healthy lifestyle behaviors. (Syaer, 2010).

Source treatment in Indonesia according to Kalangie (1984), includes 3 interrelated sectors i.e. household treatment or treatment at home, traditional medicine and medical treatment are also professional (health workforce practices, Poly Clinic, clinics and hospitals). (Supardi dkk, 2011).

1. **Hospital**
A hospital is an institution for health care professional that his Ministry is provided by doctors, nurses and other health experts. (Wikipedia, 2011). While according to Siregar (2003) States the hospital is a complex organization, using a combination of special scientific and complicated, and enabled for a wide range of trained and educated personnel of unity in the face of medical problems and handle the modern, which are all tied together in the same purpose, to the restoration and maintenance of good health. (Melissa Ketul, 2009).

Around the world, found an increase in complaints of hospital costs, increases exceeded other costs. In the Philippines it was reported that many hospitals are having difficulty in cost and will be sold. Society can no longer afford to pay. Only 20-30% of the people who are able to pay the hospital, while hospitals are getting in trouble for paying salary employees. (Sulastomo, 2007). Even so, the cost increases are not the same in different countries. Depending on several factors, among others, the availability of beds, healthcare systems, hospitals, organization management or financial system and even technology applied. (Sulastomo, 2007)

There are two important factors that affect the hospital sector, namely local government economic power and economic strength of the community. The higher the ability of local governments, then it is likely the source of financing for health from the region will be even greater. The higher the economic power of the community then it can be seen that the purchasing power of the public against the health service will be even greater.

2. **Public Health**
The clinic is implementing technical health service District or city responsible for organizing a health development sector in the region. (Syafrudin et al, 2009). According to Supriyanto (1998) that the utilization of the health services is the use of the services has been accepted at the venue or the giver of health services. (He et al, 2009).

There are 2 factors that influence the perception of the public against the Health Ministry, namely internal factors and external factors. Internal factors are personal experiences and benefits of the existence of the clinic itself. While external factors include social relationships in health services such as socialization of health conducted by the clinic. (Anonymous, 2011).

According to He Syaer (2010), there are many factors that play a role in terms of usage of Clinics. These factors are grouped in 2 groups, originating from the clinic itself, and factor that comes from the community. Factors that are derived from health centers include power factor, the behavior of the officer, program services, facilities available, the location of clinics and resources available. Whereas the factors of the communities include education, income, and jobs.

The function of clinics according to Syarifuddin dkk (2009) there are two functions, namely:
   a) Health Center development insightful movers
The clinic has always strived to move and monitor the Organization of cross-cutting development including by the community and the business world relic it works, so insightful and supportive health development.
   b) community empowerment Center

       The clinic is always striving to let individuals especially the leaders of the community, the family and society including the business world has a first level of consciousness as a whole, integrated and sustainable.

3. The treatment of Own

The treatment of his own in the general sense is committed lay people to cope with its own complaint of illness using medicine, traditional medicine, or any other means without the hints health care personnel. The goal of treatment is to increase health, treatment of mild pain and treatment routine chronic disease after treatment doctor. The reason the treatment itself is practical in terms of time, confidence in the traditional medicine, an issue of privacy, costs cheaper, long distances to health services and less satisfied against the health service. (Supardi dkk, 2011).

The behavior of residents who choose treatment at home treatment that inhabitants of the street within a year, according to Riskesdas 2007 amounted to 1.6% while the Susenas data according to 2007 population who choose to treat at home of 57.7%, 35.5% and medical treatment treatment of traditional 6.8%. (Supardi dkk, 2011).

According to Supardi dkk (2011) the characteristics of the population sick who choose treatment at home is the largest percentage of the female gender, marital status divorced living/dead, age group pralansia/elderly, not working, location of residence and rural types of needs of sick with malaria and fever tipoid.

4. Traditional Medicine

Traditional medicine is a form of treatment that uses a service way, tools or materials that are not included in the standard treatment of modern medicine and used as alternative or complementary treatment of modern medicine. (Kurniasari, 2011)

Traditional herb is the media treatment that uses plant with natural materials as a raw material. (Agromedia, 2008). Trend increased use of traditional medicine is realized on a few reasons namely artificial drugs factory prices are now more expensive, the side effects caused by traditional medicine is very small and the content of chemical elements contained in the traditional medicine actually became the basis of modern medical treatment. (Agromedia, 2008).

5. CONCLUSIONS

The phenomenon of healthy and sick is something that will continue to exist in the community. Construction on the two things will always evolve in accordance with the level of development of knowledge related to healthy and diseased community itself. in the practice of everyday life, society has dual alternatives in addressing a symptom of pain or disease. Modern and traditional medical system is two things be means "healer" from pain.

The community will select the two alternatives in accordance with experience or knowledge of them. There are diseases that could indeed be cured by modern medical system, and others contended that there was a disease that could only be cured through things are supranaturalistik. Subject to the views of the public about the disease itself.

The public still trust the usefulness and efficacy of treatment of the traditional medical system, but only when they've tried to tackle the modern medical system in advance to be sure, diagnose, what exactly is a disease of her . When in the process of healing of no effect which is quite perceptible, they will take the form of alternative medicine with modern medical system. Can ancient herbs, herb with shaman (healer), kyai or trusted elders can cure the diseases of the people affected by the disease.

The clear between the traditional and modern medical has its own portion of the community. There are times when they took the road of modern medical facilities, there is also the moment where they are entrusting the healing system of traditional medicine. Because of either traditional or modern, which clearly they are just looking for healing, and healing can be attempted from a variety of ways (traditional and modern medical).

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