

Holistic Medicine in Health Communication Approach

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Abstract

This research is quoted to see the phenomenon of holistic treatment based on a health communication approach. To get this result, this research uses a descriptive qualitative approach where by collecting data that is supplied by sentences in it. Literature Review Steps include: Systematic Identification, Document Analysis containing information about the problem of problems. In this study, data collection methods used by researchers are documentation methods, data on data about matters or variables in books, newspapers, journals, and so on. Books, literature, and notes about the problems to be discussed. The techniques used are content analysis or content review. The results of this study are: Holistic treatment is a comprehensive treatment that the model uses a biomedical approach and complementary and alternative drugs. In the implementation of holistic medicine, communication activities between medical officers and patients use the principles of therapeutic communication. One important principle in therapeutic communication is a service that is centered. Holistic Treatment Supporting Model is a treatment model that is centered on Planetree Patients (PPCC) is very suitable for boarding in holistic treatment.

Keywords: *Holistic Medicine, Health Communication.*

INTRODUCTION

Today, holistic medicine or treatment carried out holistically (thoroughly) is an alternative for patients who want to do treatment outside of standard medical treatment and want to reduce the negative impact of the drug side effects. Utamy (2015: 2) states that the usual medical treatment has turned out to have had a lot of adverse impact on health. The use of drugs made from chemicals has a risk that drugs cannot be absorbed provide side effects to health. This is in accordance with what was revealed by Starfield (in Lipton, 2010: 12) which states that according to data published in the Journal of American Medical Association, more than 120,000 people die due to the side effects of drugs prescribed every year. This is reinforced by the existence of research conducted in 2003, based on the American government statistical survey for 10 years, there is a more frightening number. The study concluded that the side effects of prescribed drugs were responsible for more than 300,000 deaths each year (Lipton, 2010: 77).

Bruce H Lipton PH D, Biologywan Cell of Wisconsin University, United States in his book entitled *The Biology Belief* (2005: 12) said that things that aggravate the problem of drug side effects are the fact that the human biological system is excessive. The same signal or protein molecule can simultaneously be used in other organs and tissues whose behavior functions are very different. For example a drug is prescribed to correct the dysfunction of the heart signal pathway, the drug is circulated throughout the body. This "heart" drug can accidentally interfere with the function of the nervous system if the brain also uses a treated signal pathway component.

"In post -Sector education, doctors get further education regarding pharmaceutical products from representatives of the drug industry, workers in the world of health services. Basically, non -professional people whose main purpose is to sell this

product, in charge of providing "information" regarding the efficacy of new drugs to doctors. Free medicinal companies to offer this "education" so that they can persuade doctors to "boost" their products. It is clear that the quantity of drugs prescribed in this country (America) violates the oath of hippokrates taken by all doctors, namely: First of all, do not take dangerous actions. "

Lipton said that we had been programmed as the drug industry to become a prescribed drug nation and the results were tragic. This, according to Bruce H Lipton, PH D (2010: 79) is very disappointing, especially for the medical world which according to him is arrogantly underestimating 3,000 years of effective Eastern medicine as something that is not scientific, although based on a deep understanding of the universe.

"For thousands of years, long before Western scientists discovered the law of quantum physics, Asians have respected energy as the main factor that affects health and fitness. Like Thibbun Nabawi, Treatment in the style of the Prophet or Acupuncture like in China. In eastern medicine, the body is described as the complicated pathway of energy called Meridian. In the physiological chart of the human body from China, this energy network is similar to the electric cable diagram. By using tools such as acupuncture needles, a sinse will test the patient's energy circuit like an electric engineer then "overcome problems" on the printed circuit board, looking for "disease" electricity. "

Lipton (2010: 80) says that the world of medicine needs to retreat and unite the discovery of quantum physics with biomedical in order to create a new medical system that is safer and in accordance with natural law. Treatment that focuses on emphasizing attention to the psychological and social aspects of the use of non-medical treatment is known as holistic medicine. The Holistic Medicine concept, inspired by the holistic health concept put forward by the World Health Organization, namely the World Health Organization (WHO).

The World Health Organization (WHO) in Heryana (2016), defines healthy as follows: "The State of Complete Physical, Mental, and Social Well Being, Not Just The Absence of Disease or Infirmity" (Heryana, 2016: 1). In this WHO definition, a healthy condition is not only no disease and weakness (infirmity) but also has good physical, mental and social conditions. Thus healthy has 6 dimensions, namely: 1) Physical; 2) social; 3) Mental; 4) emotional; 5) spiritual; and 6) Environment (Heryana, 2016: 1).

The WHO definition of health is in line with Law No.23 of 1992 (2019) about health which states that health is a state of prosperity of the body, soul, and social that enables social and economic life. In this sense, health must be seen as a whole unity consisting of physical, mental and social elements and in it mental health is an integral part of health. This is reinforced by findings in the medical world which reveals that disease is not only caused by material cases, such as viruses and bacteria, but also caused by the mind.

"Today, the world of medicine found that the human body's system is a network of elements that form integral unity, whose mechanism of action influences each other.

This body system is popular with a holistic system. In the previous era, because it was believed that the soul and the body worked separately, the physical disease was considered unrelated to the soul. Physical disease is believed to be solely caused by material causes such as viruses, bacteria, germs, toxins, body damage due to accidents, and harmful chemicals. Conversely, in the modern era, because the soul and body are believed to be a unity that influences each other, consequences, disturbed thoughts, emotions, and stress can affect physical health. The elements that form the human body system include mind (mind), body (body), feeling (feeling), and soul (spirit). "

As revealed by Warney: "That the mind, body, soul, and feeling do not work separately. The four of them are components that depend on each other that forms the whole system of the human body. For example, work rather than the heart is not only influenced by nerve impulses, oxygen and blood, and certain biochemical substances, but also by the mind, emotions, and perceptions in a person's brain. Therefore, integrative medicine is needed that can help the patient's physical, psychological, and emotional recovery.

LITERATURE REVIEW

Knowledge that humans are more than a combination of the body and soul have existed since ancient times, but in the last century there has been a systematic discussion of this. The term "holistic" comes from the term holism. Prasetyo (2015: 17) reveals that holistic has a 'comprehensive meaning'. This was agreed by Willian (1998: 1194) and Ismail (2019: 5) who viewed humans as a unity of human beings consisting of physical, mental, emotional, psychological, and spiritual. Then, Basnea & Hadiwoni (2020: 2043) defines holistic health as a thorough health, with all points of view of its uniqueness starting in terms of biology, psychology, social, cultural, economic, spiritual, and so on.

- 1) ***Holistic Medicine: Integration between Biomedical and Complementary and Alternative Medicine***
 - a. ***Biomedicine***

Conventional treatment is often referred to as biomedical, this term according to Macintost (1999) shows credibility and strength in conventional treatment. The assumptions underlying the treatment of "biomedical" are accurate, scientific, and proven. Schneider, Meek, and Bell (2013: 1) added that the Western philosophical way of thinking only uses the natural sciences as the foundation. Biomedical treatment, generally is a way of recovery of patients based on the biological understanding of organisms. Therapeutically, according to Schneider, Meek, and Bell (2013: 1) biomedical treatment recommends the "part-champion-part" method using several physicochemical mechanisms to explain the development and evolution of the disease. Therefore, biomedical treatment tends to explore human disease from its material structure at the local and static level.

So what's the difference between conventional biomedical treatment and Holistic Medicine treatment or integrated treatment? According to the opinion of researchers, biomedical treatment is the initial part of holistic treatment. As for the solution to the deficiencies that occur in biomedical treatment, referred to as cam or complementary and

alternative medicine.

The most striking difference between biomedical and cam treatment is based on the philosophical foundation and the perspective of each method in seeing disease and recovering. Schneider, Meek, and Bell (2013: 1) are more assertive in mentioning that the fundamental difference between CAM and conventional treatment methods (Western Medicine) lies in his way of thinking. Philosophically both have their respective advantages in the view of life, disease, and treatment. Both consider human health as their final destination, but how to obtain health remain a problem that needs to be discussed, especially when the health criteria have switched to the bio-psycho-social medical model, which defines health as a good condition physically, psychologically, and moral function and social patients free from disease and pain. Bio-Psycho-Humanities medical model appears, more emphasis on environmental pathogenic factors. According to this medical model, Cam always recognizes health as a holistic unity of human physiopatology, which is in line with human health needs. More detailed, gratitude (in Prasetyo, 2015: 16) makes a matrix that describes some differences in CAM and conventional medical treatment, as follows:

Differences in biomedical and CAM treatment

Table 1.: Differences in conventional medical and holistic treatment. Source: Gratitude (in Prasetyo, 2015: 16)

Biomedical	Complementary and Alternative Medicine
Modern and use advanced technology.	Modern and use advanced technology.
Supported by scientific tests, but less supported by the patient's testimony test.	Supported scientific test + supported by the testimony test of the patient's healing. This is always not considered by the public that in addition to the scientific test, there should be concrete evidence from the testimony of patients who have recovered because scientific tests can be manipulated, while reality cannot be manipulated.
Scientific tests are more commonly carried out in the laboratory.	Scientific tests are carried out in the laboratory and in the field. You need to realize that human reality does not live in the laboratory, so a scientific test is needed in the field to determine the validity of the truth of a treatment. Original human habitat is not in "lab" but in a free environment that is "colorful."
Rely on chemical drugs and surgery.	Does not rely on chemical drugs and surgery.
Looking at disease and human conditions separately.	Looking at disease and human condition as a whole.
More likely to suppress symptoms.	Overcoming the root of the disease and its symptoms.
Synthetic or unnatural.	Experience.
Many have side effects.	Not a side effect, but an initial reaction or healing process.
Expensive.	Cheap and free.
The results are seen in reducing or eliminating the symptoms of rapid disease.	The results that are seen in reducing or eliminating the symptoms of the disease are also fast even in most cases can be even faster.
Polluting the environment.	Not polluting the environment
Not safe treatment for consumption in the long run.	Treatment is safe for consumption in the long run, especially for life.

Based on the table above, it can be said that CAM is a healing method that complements the biomedical method in serving patients thoroughly. This is reinforced by the statement of Nezabudkin (in Widyastuti, 2008: 55) which states that treatment using cam has benefits other than can improve health more comprehensively is also cheaper. Complementary therapy will mainly be felt cheaper if clients with chronic diseases that must routinely spend funds.

Based on these considerations, Hsiao, Ryan, Hauys, Coulter, Andersen, and Wenger (2006: 2973) explained that patients or consumers ultimately often combine conventional treatment with CAM simultaneously to treat diseases and improve health. The two methods combined are often referred to as integrated treatment or integration or integrative treatment or what we are often referred to at the beginning as holistic medicine.

At the beginning of the method of the method, according to Hsiao, Ryan, Hauys, Coulter, Andersen, Wenger (2006: 2973) showing less harmonious relationships. Consumers often do not tell doctors about cam care or cam practitioners about the conventional care they use. This can cause inefficient care and / or adverse interactions. There is also a lack of consensus about the structure and practice of integrative medicine among various types of practitioners. This ultimately makes these two paradigms often not combined effectively. However, over time, conventional treatment has shifted from seeing complementary and alternative treatment (CAM) with a hostile attitude to become a gradual merger of CAM.

CAM according to Wetzel, Kaptchuk, Haramati, & Eisenberg (in Hsiao, Ryan, Hauys, Coulter, Andersen, Wenger, 2006: 2973) is increasingly included in conventional medical care and medical education. Consumer demand and political pressure have contributed to recent interests in combining conventional cams and medical paradigms, called integrated treatment or holistic medicine (Peltiers, Astin, & Haskell; Trachtman in Hsiao, Ryan, Hauys, Coulter, Andersen, Wenger, 2006: 2973).

Holistic Medicine According to Tatinal & Verhoef (in Hsiao, Ryan, Hauys, Coulter, Andersen, Wenger, 2006: 2973) can occur at six levels: (1) consumers, (2) health care providers, (3) clinics, (4) institution, (5) professional/ regulator, and (6) policy or health system.

b. Complementary and Alternative Medicine

National Cancer Institute (www.cancer.gov, 2019) states that complementary and alternative medicine (CAM) or complementary and alternative treatment is a term for products and medical practices that are not part of standard medical care.

Standard medical treatment is a drug practiced by a health professional who holds the title D.M (medical doctor) or who holds the title D.O. (Osteopati doctor). This is also done by other health professionals, such as physical therapists, doctor assistants, psychologists, and nurses registered. Some standard medical care practitioners are also CAM practitioners.

Meanwhile, complementary treatment is a treatment that is used together with standard medical treatment, but is not considered a standard treatment. One example is using acupuncture to help reduce some side effects from cancer treatment. While alternative

medicine is a treatment used as a substitute for standard medical treatment. One example is using a special diet to treat cancer rather than anticancer drugs prescribed by oncologists.

METHOD

This study uses a qualitative descriptive approach in which by collecting data which includes sentences in it. The type of research used in this discussion is to use library research. Library research has the meaning as a series of research activities using library data collection methods. Abdul Rahman Sholeh said that library research is research conducted by digging up data through library facilities such as books, magazines, documents, records of historical stories or pure literature research related to the object of research. By using these references, this research is expected to be able to provide answers to the problems being studied.

There are four characteristics of library research, namely: 1) research deals directly with text (manuscripts) or numerical data and not with direct knowledge from the field or eyewitnesses (eyewitnesses) in the form of events, people or other objects, 2) library data is ready to use (ready mode), 3) library data are generally secondary sources and 4) library data is not limited by space and time because it is already "dead" data stored in written records. So in this study using library research.

The literature review steps include: systematic identification, analysis of documents that contain information related to the study problem. In this study, the data collection method that researchers used was the documentation method, namely finding data about things or variables in the form of books, newspapers, journals, and so on. books, literature, and notes regarding issues that will be discussed.

The technique used is content analysis or content review. As quoted by Lexy J Moleong, Weber stated that content review is a research methodology that utilizes a set of procedures to draw valid conclusions from a book or document.

RESULTS AND DISCUSSION

A. Holistic Medicine in West Java, Indonesia

Based on the search conducted, in West Java many places practice CAM activity, including:

1. True Nature Clinic: Self Healing Activity carried out is a breath that is packed with the name Daily Energy Routine (DER) and Jin Shin Jyutshu/ Magic Finger.
2. Pendopo Maguwo: Self Healing Activity carried out is a breath that is packed with the name of Zip Up and breath 478.
3. Inspiration Class with Prof. MARSUDI: Self Healing which is done is given the name of the treatment of energy node or EFT.
4. Kenobi Space: Self Healing performed is by meditation technique.
5. Yogaleaf: Self Healing is done by yoga technique.
6. Amarta Self Healing Art: Self Healing that is done is breathing and yoga body processing.
7. Hanara Clinic: Self Healing carried out includes acupuncture, aromatherapy, autogenic training, massage, reflexology, spiritual healing, tai chi, and yoga.

B. Holistic Medicine Dimensions that occur in Indonesia

The view of the healing process based on a holistic perspective will explain how the healing process occurs. Based on the theory of The Mission of Life (in Ventegodt, 2003: 1138), healing occurs in conditions of consciousness that is contrary to the crisis conditions. The patient enters the "holistic healing" when (1) the patient and (2) the doctor has the same perspective on life, (3) a safe environment, (4) personal resources, (5) Patients have the will to live, (6) Patients and (7) doctors have the intention to cure, (8) patient trust in the doctor, and adequate handle. This holistic healing process according to Ventegodt (2003: 1138) has three mandatory steps: (1) Feeling, (2) understanding, and (3) releasing negative decisions.

At the practical level, Hulvej and Pandak (2016: 67) the view that there are 5 principles in the holistic approach, including: 1) everyone has innate healing power; 2) the patient is someone, not just a disease; 3) appropriate healing care requires a team approach; 4) Patients and doctors are partners in the healing process; and 5) Treatment involves improving the cause of the disease, not only reviving the symptoms.

Therefore in holistic health services not only focus on curative and rehabilitative, but also very concerned about the following elements: 1) Preventive is an effort to prevent a disease to stay healthy; 2) Promotive is an effort to improve the quality of health; 3) Curative is an effort to heal a disease suffered by a person both physically and mentally; and 4) Rehabilitative is an effort to renew health conditions to return to healthy and fit (Mayasari in Basnesa & Hadiwoni, 2020: 2043).

C. Holistic Medicine in Health Communication Approach

Holistic treatment is a comprehensive treatment that uses a biomedical approach model and complementary and alternative medicine. In the implementation of Holistic Medicine, communication activities between medical officers and patients use the principles of therapeutic communication. Communication that is planned consciously, aimed and its activities are centered for the recovery of patients referred to as therapeutic communication (Damaiyanti, in Susanti, 2017: 2). Based on many studies, the quality of communication that occurs between medical professionals and patients will produce satisfaction in patients (Wahyuni, 2013: 175), reduce patient doubts, and increase compliance from patients (Rusmana and Hardjodisastro in Fourianalistyawati, 2012: 82), reduce Long time of patient care at the hospital (Megawati, 2016: 6), decreases

The number of complaints and lawsuits against doctors (American Society of Internal Medicine in Wahyuni, 2013: 175), and become an accurate diagnosis of patients (Djauzi in Wahyuni, 2013: 175). Mulyana (2015: 4) and Armilatus Shalihah (in Susanti, 2015: 44) explains that communication is an important factor in the success of services in the world of health,

Included in the healing process in the practice of holistic treatment. Medical professionals, such as doctors, nurses, midwives, pharmacists, and others need communication to support their work success. The results revealed that good communication between medical personnel and patients in the hospital shows the progress or improvement

of the physical and emotional health of patients, as well as better controls in various chronic diseases. One important principle in therapeutic communication is a service that is centered on patients.

Meanwhile, the supporting model for Holistic Medicine is the Planetree Patient-Centered Care (PPCC) model. The model was developed at Griffin Hospital. The PPCC model uses a holistic treatment model that encourages healing in all dimensions (mental, emotional, spiritual, social and physical). PPCC integrates free therapy with conventional medical treatment. The Planetree Team has conducted a study that uses this PPCC model in developing the Planetree Family-Centered Care (PFCC) strategy or maintenance strategy centered on patients and families (PFCC) (Planetree-& Picker Institute in Ismail, 2019: 13).

Meanwhile another supporting approach is The Mission of Life. This approach concludes that everyone has a very large purpose of life or talent. Happiness comes from carrying out this goal and successfully expressing the core talent in life. To do this, it is important to develop into what is known as natural conditions, the conditions in which an individual knows himself and uses all efforts to achieve what is most important for him, such as good relations. The theory of the Holistic Healing Process and the related quality theory of life states that the return to the natural state is possible every time the person gets the resources needed for existential healing. The resources needed are in the dimensions of awareness, respect, care, recognition, and acceptance with support and processing in the dimensions of feelings, understanding, and releasing negative attitudes and beliefs. Prerequisites so that holistic healing occurs is the trust and intention that healing occurs. Existential healing is not a local healing of any network, but healing the integrity of the person, making it much more reason, loving, and knowledge about him and his own needs and desires. By releasing negative attitudes and beliefs, the person returns to a more responsible existential position and a better quality of life. The philosophical changes of people who are healing are often changes towards prioritizing problems and difficult challenges, rather than avoiding difficulties in life. People who become happier and more reason are often healthier, more talented, and more able to function. The concept that underlies the theory of life mission and the theory of holistic healing processes is consistent with the emphasis of the meaning of life in logotherapy, as stated by the late Victor Frankl from Austria (in Ventegoct, Morad, Press, Merrick, and Shek, 2004: 551) and the ideas of transcendence embedded in existential therapy.

The last approach is the theory of Quality of Life. This theory states that the return to natural conditions is possible, every time the person gets the resources needed for existential healing. The resources needed are 'holding' in dimensions: awareness, respect, care, recognition and acceptance, with support and processing in dimensions: feelings, understanding and releasing negative attitudes and beliefs. Prerequisites so that holistic healing occurs is trust, with the intention of healing. Existential healing is not a local healing of any network, but healing the 'integrity' of the person, making more reason, loving, knowledgeable about his own needs and desires. To release negative attitudes and beliefs,

the person returns to existential positions that are more responsible for a better quality of life. The philosophical change of people in healing is often a change that prioritizes difficult problems and challenges, rather than avoiding difficulties in life (Merrick and Ventegodt, 2003; Ventegodt et al, 2003L-R). People who become happier and more reason are also often healthier, talented and functioning well (Ventegodt et al, 2003 S-T; Ventegodt et al, 2004).

D. The healing process that occurs in the Holistic Medicine

The holistic healing process seems to be a complete mystery for medical science, but in the second half of the 20th century, some scientists succeeded in explaining the important aspects of this complicated phenomenon. According to holistic medical theory, patients will recover during painful long times, traumatic events in life that are often called "gestalt", integrated with the present "present" (Vantagodt, Clausen, Nielsen: 2006: 2048). Meanwhile, based on the perspective of Ventegodt (2003: 1140), the holistic healing process is the opposite process of the crisis, which first created problems; We can identify the same three stages as found in the crisis, only in reverse order: 1) The patient initially opened himself for feelings of depressed, feeling it again. Getting rid of emotional pain is the last step in the crisis; 2) Patients deal with events in his consciousness and understand their own responsibilities about what has happened. Denied responsibility and escaping from a conscious scenario and painful perception is the transitional phase of a crisis; and 3) Patients feel the decisions that have been made, and understand the discrepancy in maintaining it. This caused him to release him, and heal. Taking a perspective or negative decision is what initially brought the patient into the crisis; Of course, this is usually triggered by unfavorable living conditions.

This three-step model was developed after years of studying the best and most successful types of alternative medicine. It intervenes at the level: the body (bodyworks such as rosen therapy), feelings (gestalt psychotherapy), and mind and soul (philosophy of life). The goal is always to help patients become themselves, understand, and be responsible for their own lives. Step 1 is facilitated by body massage and other types of contact and physical care, step 2 with psychotherapy and conversation, and step 3 with philosophical training in life and reading books (Ventegodt, 2003: 1141).

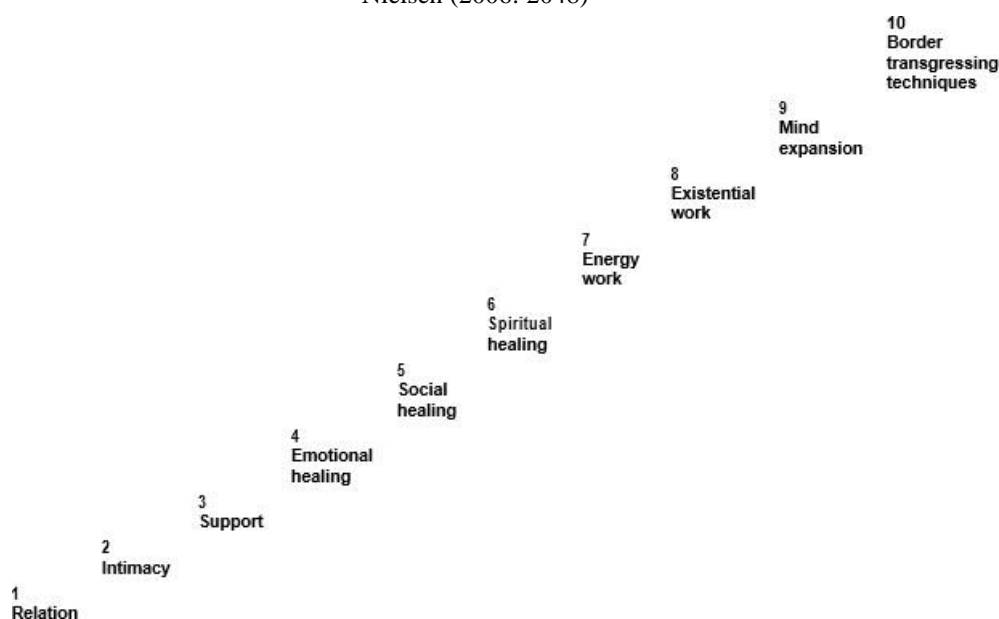
For a long time, the three-step model seems enough because these steps seem to be really needed for holistic healing. For several years, Ventegodt combined bodywork and psychotherapy with philosophical training at Research Clinic for Holistic Medicine at Copenhagen. This approach works well for some patients, but most patients cannot achieve total healing and reach the level of full self-expression which is the ultimate goal of holistic treatment (Ventegodt, 2003: 1141).

In the following years Vantagodt, Clausen, and Nielsen (2006: 2048), developed new and more detailed methods in the Holistic Medicine called the "therapy ladder." This therapy uses the concept of "increasing" by using an increasingly "dramatic" method to gain access to emotions and depressed events has brought us to the "therapy ladder" with ten steps: (1) building relationships; (2) building intimacy, trust, and confidentiality; (3) giving support and holding back; (4) bring the patient into the process of physical, emotional, and mental

healing; (5) social healing in the family; (6) spiritual healing - return to the integrity of an abstract soul; (7) cure informational layers of the body; (8) healing three fundamental dimensions of existence: love, power, and sexuality directly using, among other techniques; (9) mind development techniques and awareness transformation such as psychotropic drugs; and (10) techniques that exceed the patient's boundaries and, therefore, often cause trauma (for example, the use of forces that are contrary to the wishes of the patient) (Vantagotd, Clausen, Nielsen: 2006: 2048).

The Staircase of Advanced tools for holistic medicine

Figure 1.: The Staircase of Advanced Tools for Holistic Medicine. Source: Vantagotd, Clausen, Nielsen (2006: 2048)



Vantagotd, Clausen, Nielsen (2006: 2048) believes that the use of the therapy stairs systematically will greatly increase the strength and efficiency of holistic treatment for patients. This has been scientifically tested in many chronic patients who need healing (Vantagotd, Clausen, Nielsen: 2006: 2048).

CLOSING

Holistic treatment is a comprehensive treatment that uses a biomedical approach model and complementary and alternative medicine. In the implementation of Holistic Medicine, communication activities between medical officers and patients use the principles of therapeutic communication. One important principle in therapeutic communication is a service that is centered on patients. The Supporting Model for Holistic Medicine is the Planetree Patient-Centered Care (PPCC) Model is very suitable for use in holistic treatment.

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