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PROBLEMS AND STRATEGIES OF LANGUAGE COMMUNICATION IN SERVICES AT THE KASIH FATIMAH MOTHER AND CHILD HOSPITAL, KOTAMOBAGU: A SOCIOLINGUISTIC AND PSYCHOLINGUISTIC PERSPECTIVES

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ABSTRACT

Exploring language communication strategies at Kasih Fatimah Mother and Child Hospital in Kotamobagu requires a rigorous examination through sociolinguistic and psycholinguistic frameworks. Effective communication strategies are essential in healthcare settings, as they significantly influence patient understanding, satisfaction, and overall health outcomes. This study investigates the linguistic approaches medical personnel, including physicians, nurses, and ancillary staff, in their interactions with patients during hospital services, focusing on sociolinguistic and psycholinguistic dimensions. Employing qualitative research methodologies, we conducted observational studies to analyze verbal and non-verbal communication between healthcare providers and patients. Particular attention was given to language adaptations encompassing standard, non-standard, and various local languages. The findings revealed that applying specific communication strategies—such as providing clear instructions, facilitating clarifications, and employing motivational language—markedly enhanced patient comprehension of medical conditions and treatment options. Moreover, utilizing empathetic and culturally attuned language proved instrumental in fostering trust and alleviating patient anxiety. The study underscores the critical role of intercultural competence in medical communication, which is vital for delivering high-quality and patient-centered health services. By prioritizing clarity in communication, offering comprehensive medical explanations, and demonstrating cultural sensitivity, the sociolinguistic and psycholinguistic approaches adopted at Kasih Fatimah Mother and Child Hospital can substantially improve patient understanding, foster meaningful relationships, and contribute to the realization of superior health service delivery.

KEYWORDS: communication, effective, health care, strategy, talk

INTRODUCTION

Linguistics is a scientific discipline that examines language as a primary subject of inquiry, utilizing empirical data grounded in observable phenomena that can be verified (Nasrullah, 2023). A significant area of focus within applied linguistics is the intricate relationship between language and communication, wherein language serves as a vital instrument for effectively expressing ideas, thoughts, and emotions in spoken and written forms. Language application in communication plays a pivotal role across various social contexts, particularly in professional environments. In health services, for instance, proficient language skills are essential for facilitating effective interactions among healthcare providers—such as doctors and nurses—and patients, thereby ensuring optimal service delivery and health outcomes (Santosa & Azam, 2021).

An effective communication strategy is a systematic approach that integrates multiple communication elements to ensure that the recipient accurately receives and comprehends the message, thereby achieving the intended impact (Ratna et al., 2021). In hospitals, the communication strategy encompasses interactions among healthcare professionals—including doctors, nurses, and other medical staff—and exchanges with patients. This communication process spans various stages of healthcare delivery, from initial diagnosis to patient education and ongoing monitoring, fundamentally relying on language as the primary medium of interaction. However, language barriers can impede effective communication within this environment. Challenges such as grammatical inaccuracies, lexical ambiguities, and jargon or unclear medical terminology can significantly hinder patient understanding.

Effective communication between healthcare professionals and patients is crucial for enhancing the quality of health services. Implementing robust communication strategies within hospital settings is essential to address various barriers that may hinder effective interactions, including linguistic misunderstandings and discrepancies in comprehension between medical staff and patients. This study employs sociolinguistic and psycholinguistic frameworks to analyze communication strategies utilized in medical interactions in hospital environments (Malikhao, 2020). The sociolinguistic perspective examines how social and cultural factors influence communication dynamics, highlighting the role of context, power structures, and cultural norms. Conversely, the psycholinguistic perspective focuses on the cognitive processes involved in language interactions, such as patients' comprehension of medical terminology, health information retention, and emotional responses to healthcare providers' communication (Stepankova & Urbanek, 2022).

Sociolinguistics is essential for understanding language variation and the cultural influences that shape communication dynamics (Faizin, 2019). This understanding is particularly crucial in healthcare settings serving multicultural populations, where cross-cultural interactions can enhance or impede effective communication (Fuady, 2022). Furthermore, communication in healthcare encompasses

aspects of psycholinguistics, which examines the interplay between language and psychological states. Therefore, adopting adaptive and empathetic communication strategies is vital to promote patient well-being and optimize health outcomes.

Initial observations at Kasih Fatimah Mother and Child Hospital Kotamobagu showed an imbalance in communication skills. This gap affects the communicative competence of medical personnel and patients. Therefore, this study examines the language communication strategies used by doctors, nurses, and other health workers from a sociolinguistic and psycholinguistic perspective to overcome language barriers when interacting with patients at Kasih Fatimah Mother and Child Hospital Kotamobagu.

Initial observations at Kasih Fatimah Mother and Child Hospital Kotamobagu indicated a significant disparity in communication skills among medical personnel. This communication gap negatively impacts the interactive competence between healthcare providers and patients. Consequently, this study aims to analyze the language communication strategies employed by doctors, nurses, and other healthcare professionals from sociolinguistic and psycholinguistic perspectives. The objective is to identify effective methods for overcoming language barriers during patient interactions at Kasih Fatimah Mother and Child Hospital Kotamobagu.

Psycholinguistic analysis in this study provides a valuable framework for examining how language communication strategies influence the establishment of patient trust and comfort. By investigating cognitive dimensions—such as comprehension of medical information, emotional reactions to that information, and perceptions of service quality—this analysis can yield insights into the effectiveness of communication in healthcare settings. Language behavior plays a critical role in psycholinguistic studies related to health services, as it can significantly impact the medical service process in hospitals. The outcomes of these interactions—whether positive or negative—are primarily contingent upon the language behaviors exhibited by healthcare professionals. Consequently, effective language communication strategies may mitigate patient anxiety, while poor language behavior can exacerbate it.

Numerous pertinent research studies have previously examined various aspects of communication within healthcare settings. For instance, Hasanuddin (2001) investigated language communication strategies in academic and social contexts. Qomaria (2018) explored the nuances of politeness in speech among healthcare professionals at Daha Sejahtera Hospital. Furthermore, Hayati and Annisah (2018) analyzed communication patterns between general surgeons and patients throughout the healing process. Muhammad (2021) studied the health communication strategies implemented by Malayahati Islamic Hospital to enhance public awareness during the COVID-19 pandemic. Lastly, Paramita et al. (2019) examined the role of health communication in hospital services, mainly focusing on health public relations practices. These studies collectively contribute to a better understanding communication dynamic in healthcare environments.

Based on the results of previous research, the study of language communication strategies in health services at the Kasih Fatimah Mother and Child Hospital in Kotamobagu aims to (1) examine what language communication problems are encountered by medical personnel, nurses, other health workers and staff in communicating with patients in hospital services? This research will be described with more specific objectives: (a) Finding out what sociolinguistic problems are faced by medical personnel, nurses, other health workers, staff, and patients when communicating in hospital services (b) Finding out what psycholinguistic problems are faced by medical personnel, nurses, other health workers, staff and patients when communicating in hospital services. (2) examining what types of language communication strategies they use to overcome these communication problems, (3) classifying what language communication strategies are most widely used to overcome them.

2. METHODOLOGY

This study utilized a qualitative research approach, explicitly employing a case study methodology to investigate language communication strategies within hospital health services. The analysis was conducted from both sociolinguistic and psycholinguistic perspectives. Sociolinguistics, as a branch of linguistic science, explores the intricate relationship between language and society. Chaer & Agustina (2021: 2) define sociolinguistics as an interdisciplinary field that merges principles from sociology and linguistics to examine language use in various social contexts. This study aims to elucidate how these communication strategies were applied in healthcare settings, highlighting their implications for effective patient-provider interactions.

In sociolinguistic research, scholars investigate the linguistic variations employed by different professional groups within healthcare settings, including doctors, nurses, midwives, and administrative staff, to enhance patient services. Following this, researchers analyze the social determinants that impact these linguistic variations, including social class, gender, and context-specific influences on language usage. Additionally, the study of language variations encompasses specific communication contexts, allowing for an examination of the language styles adopted by speakers in diverse situational frameworks.

From a psycholinguistic perspective, researchers investigate various aspects of speech production in communication, including the processes involved in language production, comprehension, and the underlying motivations for language use. Speech production, particularly in clinical settings, manifests in verbal and non-verbal interactions between healthcare providers and patients and among medical professionals, facilitating reciprocal communication essential for effective health services. Furthermore, language behavior plays a critical role in shaping patient anxiety levels when they receive information from physicians and other healthcare personnel.

The methodology employed in this study was discourse analysis. Discourse analysis is an investigative approach that analyzes the use of language in both written and spoken forms, focusing on how it functions within social contexts. This method seeks to understand the ways in which language shapes and is shaped by social interactions and cultural norms (Moleong, 2013; Bungin, 2012).

This study was conducted from December 2023 to April 2024, employing a qualitative research design utilizing a case study methodology to investigate language communication strategies within the health services of the Kasih Fatimah Mother and Child Hospital in Kotamobagu, located at Kolonel Soegiono Street No. 101 Kotobangon, East Kotamobagu District, Kotamobagu City, North Sulawesi. The research adopts a sociolinguistic framework to examine the variability of language that medical personnel employ during patient interactions, highlighting the social determinants that shape these variations, including social status and gender dynamics. Additionally, from a psycholinguistic perspective, the study explores the processes of speech production and language behavior exhibited by medical personnel and how these factors influence patient comprehension and anxiety levels.

Data for this study were collected through direct observation, audio recordings, and semi-structured interviews with a diverse group of participants: four physicians, 13 patients, seven nurses, 12 midwives, three administrative staff members, and six hospital management representatives. The primary focus of the analysis was on verbal and non-verbal interactions between medical personnel and patients. The researcher served as the principal instrument for data collection, ensuring an immersive approach to capturing the dynamics of these interactions. Additionally, supporting data were gathered from patient medical records, including relevant health statuses and histories, to provide a comprehensive context for the analysis.

This study employed a comprehensive discourse analysis of transcribed data, which had been meticulously identified, sorted, verified, and analyzed through established discourse analytic procedures. The interpretation was grounded in sociolinguistic and psycholinguistic frameworks and was augmented by communication ethnography. The objective was to examine the language communication strategies doctors and patients utilize in healthcare settings, specifically hospitals. Furthermore, the analysis aims to identify prevalent communication strategies that effectively address and mitigate communication challenges encountered in health service interactions.

3. RESULTS AND DISCUSSION

Types of Strategies to Overcome Language Communication Problems at Kasih Fatimah Child and Mother Hospital Kotamobagu

Analyzing strategies to address language communication challenges at Kasih Fatimah Mother and Child Hospital in Kotamobagu was conducted through a sociolinguistic lens. The study focused on several key elements, including language variation and social context. The linguistic diversity was systematically observed in various community groups frequenting the hospital. The distinct interests and communicative goals of patients, families, and healthcare practitioners were examined to

understand the dynamics at play better. The research incorporated a detailed analysis of standard and non-standard language usage in hospital communications, highlighting the implications of these variations for effective interaction. Additionally, attention was directed toward the policies and procedures that govern communication practices between healthcare personnel and patients, underscoring their role in facilitating or hindering effective dialogue.

The data exposure of the conversation between patients and doctors at Kasih Fatimah Mother and Child Hospital Kotamobagu is in data sample 39 as follows:

Dialogue between Doctor and Patient1 that had been translated from Indonesian Bolaang Mongondow dialect (A1/D_dr.Ps1/Psc.P)

Doctor : Good morning mom. How are you feeling today? (Selamat pagi, Ibu. Bagaimana ibu pe perasaan hari ini dang?)

Patient : Morning, Doc. Alhamdulillah, a little tired but happy because I can rest at home (Pagii, Dok. Alhamdulillah, sadiki cape mar senang noh so boleh ba istirahat di rumah)

Doctor : Good to hear. How is things going after delivery? (Senang dapa dengar. Bagaimana perkembangan setelah persalinan?)

Patient : There is a feeling of discomfort in the lower abdomen, but it is better than before (Ada sadiki rasa nda nyaman di puru bagian bawahmar so agak baikan dari lalu)

Doctor : That's normal. Having peace of mind is important because you have a baby, right? (Normal itu. Penting tu hati kase tenang karna soada bayi to?)

Patient : Still feels tired when breastfeeding (Dapa rasa cape kalau ba kase menyusui)

Doctor : It's a common thing like that. Get plenty of rest and watch your diet. Do you want a prescription? This is a painkiller for vitamin supplements and painkillers if you need it, okay? (So umum kwa yang begitu tetapi banya istirahat dengan jaga pol makan. Ini mokase resep neh? Ini obat penghilang rasa sakit untuk suplemen vitamin dan obat penghilang rasa sakit kalau ibu butuh noh)

Patient : Yes, thank you, Doc.

Doctor : It's okay, Mom. This is part of postpartum care. Make sure you follow the instructions carefully. If you have any questions, don't hesitate to contact your doctor (Tidak masalah kwa ini. Ini adalah bagian dari perawatan pasca melahirkan. Pastikan ibu mengikuti petunjuk dengan cermat. Jika ada pertanyaan, jangan ragu untuk menghubungi Doctor neh)

Patient : Yes, doc (Iya Dok)

Doctor : Please go to the pharmacy; here is the prescription, then redeem the medicine. Tell the person in charge of the pharmacy (Pi jo keapotek, napa resepn kong ambe dp obat, kase jo tu pa yang ba jaga di apotek)

The interaction presented in sample data 39 illustrates the communication dynamics between a healthcare provider (Doctor) and a patient recovering from childbirth. The Doctor employs a more formal register, characteristic of professional discourse in medical settings, while the Patient engages more casually. This interplay reflects the sociolinguistic variation in language usage, highlighting the Doctor's effort to calibrate their communication style to enhance the Patient's comprehension of medical information. Furthermore, the Doctor's communication strategy emphasizes clarity in conveying essential information regarding postpartum conditions, prescribing appropriate medications, and motivating the Patient to adhere to the recommended care instructions.

Strategies for addressing language communication issues are crucial for comprehending the effects of language variation, social context, and differing interests on communicative interactions. Factors such as cultural background, education, and economic status significantly influence communication patterns, thereby highlighting the value of a sociolinguistic approach to elucidate the complexities of human communication across diverse contexts (Yendra & Artawa, 2023). This study specifically examines the strategies employed by healthcare professionals to mitigate communication challenges, with a particular focus on social dimensions. Research conducted by Paramasari and Nugroho (2021) indicates that effective communication strategies are essential for enhancing the quality of interactions. Health communication strategies typically encompass several key components, including implementing integrated and ongoing communication campaigns focused on prevention and treatment facilitated by a collaborative team of health experts.

Communication at Kasih Fatimah Mother and Child Hospital in Kotamobagu is a dynamic interplay between diverse cultural backgrounds, primarily involving Minahasa, Gorontalo, and Mongondow cultures. Within this multicultural context, healthcare providers and patients communicate verbally and nonverbally. Verbal communication is initiated through formal greetings, inquiries regarding the patient's health status, and the strategic use of Indonesian, often interspersed with local dialects such as Mongondow. This approach facilitates comprehension and fosters a sense of rapport and connection between the healthcare provider and the patient. In contrast, non-verbal communication encompasses a range of elements, including facial expressions, eye contact, body posture, and gestures. These non-verbal cues are crucial in establishing trust and motivating and encouraging patients throughout their healthcare experience.

This study examines communication dynamics within hospital settings, focusing on standard and non-standard language use and the significance of intercultural awareness among healthcare professionals.

It aims to explore how medical and technical terminology can be adapted for clarity and comprehension by patients and their families, improving the overall quality of communication. Furthermore, the research analyzes policies and procedures that govern interactions between healthcare workers and patients, emphasizing their impact on effective communication. The study highlights the importance of recognizing cultural differences and values among diverse ethnic and social groups in hospital environments, which is crucial for fostering sensitive and effective communication practices. By adopting a sociolinguistic perspective, this research comprehensively analyzes strategies to mitigate communication barriers in healthcare settings, ultimately enhancing patient understanding and care outcomes.

An analysis of communication strategies employed at Kasih Fatimah Mother and Child Hospital in Kotamobagu reveals that healthcare providers utilize a variety of approaches to reconcile differences in interests and objectives during patient interactions. Physicians typically adopt a formal communication style, employing adjusted language and simple yet comprehensive explanations. This approach is intended to alleviate patient anxiety and foster understanding. Pharmacy administrators emphasize precision in their language when delivering medication instructions, thereby ensuring clarity and reducing the potential for misunderstandings. Nurses contribute by reiterating critical health messages to enhance patient comprehension and adherence to therapeutic regimens. In contrast, interactions facilitated by midwives often involve non-standardized language, which may inadvertently lead to patient confusion. Therefore, it is imperative to enhance awareness and training regarding using standardized medical language within clinical settings, as this can significantly improve communication efficacy and patient outcomes.

This study underscores the significance of intercultural awareness within the multicultural context of the Kasih Fatimah Mother and Child Hospital in Kotamobagu. It highlights the need for targeted training programs for healthcare professionals to foster respect and understanding of cultural diversity, language preferences, and patient-centered communication methods. Effective communication is pivotal in this setting and can be enhanced through the implementation of appropriate language use, provision of clear explanations, and ongoing intercultural competence development.

The primary strategies employed to address language communication challenges at Kasih Fatimah Mother and Child Hospital in Kotamobagu include the utilization of local languages and colloquial Indonesian, the simplification of medical terminology, the provision of comprehensive explanations, and the adoption of a relaxed and approachable language style. These methods aim to foster a familiar communication environment, alleviate patient anxiety, and ensure a clear comprehension of medical information. Fuady (2022) highlights that delivering emotional support through the use of familiar language can mitigate stress and enhance patients' readiness to receive medical information, ultimately contributing to improved patient outcomes.

Using the Kotamobagu regional language and everyday Indonesian at Kasih Fatimah Mother and Child Hospital Kotamobagu creates a familiar atmosphere. It reduces patient anxiety, with phrases such as "giving our best effort (ba kase yang terbaik)" and "don't be afraid (jang hawatir)" providing emotional support. Yudistian et al. (2021) research showed that using familiar language helps patients feel more comfortable and understand medical information. In addition, doctors and nurses simplify medical language with standard terms such as "painkillers" and "vitamin supplements," which, according to Prisusanti (2021), improves patient understanding and reduces errors in following care instructions.

Utilizing a relaxed and friendly language style is instrumental in fostering a comfortable patient environment, which can alleviate anxiety and facilitate the acceptance of medical information. According to Zaenal (2019), a relaxed communication style enhances patient openness and willingness to communicate with healthcare professionals. Furthermore, an effective communication strategy is the provision of emotional support. Eriksson (2016) found that emotional support from healthcare providers significantly reduces anxiety levels and augments patient confidence in the medical setting.

Interactive approaches in communication are frequently employed in the medical field to enhance patient understanding and compliance. One notable strategy involves the delivery of clear and specific instructions using accessible language. A study by Rosfazila & Zaini (2020) demonstrated that using precise and explicit instructions significantly improves patient adherence to prescribed treatments. Furthermore, Laititi (2022) highlighted the importance of family involvement in medical communication, noting that such engagement fosters social support and mitigates patient anxiety. The opportunity for patients and their families to ask questions facilitates effective two-way communication, essential for patient engagement and satisfaction. Additionally, research by Leonard & Needham (2020) supports the notion that openness in communication correlates with increased patient satisfaction. Sulaiman (2021) further emphasized that providing detailed information enhances patients' preparedness and calmness prior to medical procedures. The following section will review the language communication strategies utilized by medical personnel with patients, analyzed through the lenses of sociolinguistics and psycholinguistics, to provide a comprehensive understanding of their impact on healthcare outcomes.

The Most Widely Used Language Communication Strategies in Solving Problems from a Sociolinguistic Perspective

At Kasih Fatimah Mother and Child Hospital Kotamobagu, the communication strategy is based on a blend of local languages (particularly Manadonese) and informal Indonesian. This approach aims to foster a supportive and approachable atmosphere, which can play a vital role in alleviating patient anxiety. Healthcare professionals, including doctors and nurses, employ strategies to simplify complex medical terminology, ensuring that patients and their families can easily comprehend both the diagnosis and the treatment protocols. This practice not only acknowledges the patients' need for accessible information but also enhances patient engagement and compliance with healthcare

recommendations. By promoting clear and empathetic communication, the hospital cultivates a positive environment that supports patient understanding and comfort throughout their care experience.

The results of the data presentation in Table 1 show that the most widely used language communication strategies from the sociolinguistic perspective are the communication strategy of giving instructions, the communication strategy of asking questions, the communication strategy of explaining, and the communication strategy of clarifying and tracking. These language communication strategies are the most widely used to overcome indicators of communication problems related to the Patient's understanding of his/her illness, the diagnosis of the illness suffered by the Patient, and the provision of medical treatment.

Table 1. The most widely used language communication strategies from a sociolinguistic perspective

No.	Code	Context	Communication Area	Communication Strategy
1.	A1/D-dr/Ps1/Psc.P	Dialogue between Doctor and Patient	General comprehension	Explanatory strategy
2.	A2/D-drPs2/Ro.K	Dialogue between Doctor and Patient	Disease Diagnosis	Explanatory strategy
3.	A2/D-drPs2/Ro.K	Dialogue between Doctor and Patient	History of Illness	Questioning strategy
4.	A2/D-drPs2/Ro.K	Dialogue between Doctor and Patient	Intervention procedure	Instructional strategy
5.	A2/D-drPs2/Ro.K	Dialogue between Doctor and Patient	Comprehension	Instructional strategy
6.	A2/D-drPs2/Ro.K	Dialogue between polyclinic staff and Patient	Diagnosis	Clarification strategy
7.	A2/D-drPs2/Ro.K	Dialogue between nurse and Patient	Diagnosis	Questioning strategy
8.	B/Dlg_dr.K.P/K.K.P.K	Dialogue between nurse and Patient	Diagnosis	Questioning strategy

9.	E/D-BDN.Ps2/K.IH	Dialogue between midwife and Patient	Diagnosis	Instructional strategy
10.	D/D_Pr.Ps/PM.RO	Dialogue between nurse and Patient	Comprehension	Instructional strategy
11.	D/D_PL.Ps/P.Adm	Dialogue between counter officer and Patient	Diagnosis	Instructional strategy
12.	I/D_DrK.Ps.Pp/R.USG	Dialogue between pediatrician and patient's family	Comprehension	Questioning strategy
13.	J/D_Pr.A.Dr.Ps/RIbs	Dialogue between Doctor and Patient 2	Comprehension	Explanatory strategy
14.	K/D_Dr.J.Bdn.Ps/R. Ranap	Dialogue between Doctor, midwives, and Patient	Diagnosis	Communication tracking strategy
15.	D/D_Pr.Ps/PM.RO	Dialogue between nurse and Patient	Comprehension	Instructional strategy

Analysis of the locutor and interlocutor communication language used by medical personnel with Patients in the Kasih Fatimah Mother and Child Hospital Kotamobagu services based on the social and cultural context, examining cultural norms, values, and social expectations that can influence communication patterns between health service providers and Patients. Then, the language variations that occur in communication. Third, the strategy of health service providers at Kasih Fatimah Mother and Child Hospital Kotamobagu is to treat patients in language. The last is to analyze communication ethnography that can provide deeper insight into everyday communicative practices in hospitals.

In the context of Kasih Fatimah Hospital Kotamobagu, the role of effective language communication among medical personnel, nurses, other healthcare workers, and patients is paramount. Effective communication is a critical conduit for transmitting medical information while fostering empathy and trust between healthcare providers and patients (Kewas & Darmastuti, 2020). Mulyana (2014) defines communication as a dynamic process in which ideas are conveyed from a source to a recipient, facilitating the expression of thoughts, impressions, and the influence of perceptions. Through

effective communication, healthcare professionals can establish and nurture relationships, ultimately enhancing patient care quality.

Sociolinguistic communication analysis is analyzed based on the interaction, work, and termination stages. The interaction stage begins the relationship between health workers and patients, where friendly and polite language is important to create a comfortable communication environment. The use of familiar everyday language helps build trust. At the work stage, language is used to exchange important medical information, with variations in language such as medical terms and specific health vocabulary to ensure accurate understanding. The use of clear and structured language increases the effectiveness of communication and patient compliance with medical care. Finally, at the termination stage, language is used to provide final explanations and emotional support to patients, with the use of empathetic language and repetition of messages to reduce anxiety. Analysis at each stage of interaction, work, and termination understands the role of language as a reflection of the social dynamics and relationships between health workers and patients in the hospital.

In socio-culture, communication between Doctor and Patient at Kasih Fatimah Mother and Child Hospital Kotamobagu displays a variety of language variations that reflect efforts to create a comfortable and familiar communication environment for both parties. Doctors use relaxed and informal language, such as "How are you feeling today, Mom? (bagaimana ibu pe perasaan hari ini dang?)" and "If you have any questions, do not hesitate to contact Doctor nah (ada pertanyaan, jangan ragu untuk menghubungi Doctor neh)". At the same time, Patients also respond with similar language, such as "morning, Doc (Pagi, Dok)" and "yes, Doc (Iya Dok)."

In the context of the conversation between Doctor and Patient at Kasih Fatimah Mother and Child Hospital Kotamobagu, social and cultural norms that emphasize politeness, trust, and empathy play an important role in shaping the interaction between Doctor and Patient, as well as in strengthening the positive relationship between them.

Using everyday language in healthcare communication significantly enhances the relationship between doctors and patients, improving patient comprehension and adherence to medical guidance. Employing accessible language is crucial for elevating the overall quality of health services. Firstly, utilizing familiar and inviting language fosters a more comfortable communication environment, alleviating patient anxiety. Secondly, simplifying medical terminology facilitates patient understanding of health information, a vital factor for ensuring compliance with treatment regimens. Moreover, variations in language demonstrate respect for cultural diversity, strengthening the rapport between healthcare providers and patients and promoting an inclusive atmosphere within health services (Waliulu et al., 2024).

In addition to everyday language, there is also the use of medical terms and specific health vocabulary. The Doctor uses the terms "labor(persalinan)" and "delivery (melahirkan)." At the same time, the

Patient mentions "painkillers (obat penghilang rasa sakit)" and "Doctor's prescription (resep Dokter)" in response to the Doctor's advice and instructions. Using these medical terms shows a commitment to conveying medical information clearly and accurately, ensuring the Patient's understanding of their condition. In some parts of the conversation, there are repetitions of phrases and questions to ensure the message is understood. The repetition of phrases strengthens the message (Nurhayati & Probowati, 2022). Therefore, the sense or repetition of sentences carried out by health workers strengthens the impression that the Doctor cares about the welfare and understanding of the Patient.

In addition to between Doctor and Patient, language variations also occur in communication between midwives and Patients. Local languages such as "abdominal discomfort (saki puru)" and "miss (cewe)" are used in conversation, creating a familiar and friendly communication environment. Using specific medical terms is also important to understand health conditions and medical procedures well. Thus, language variations in communication between Doctors and Patients at Kasih Fatimah Mother and Child Hospital Kotamobagu include using casual everyday language, specific medical terms, and repetition of messages to ensure good understanding. This increases the effectiveness of communication and strengthens the positive relationship between the two parties.

In the ethnography of communication at Kasih Fatimah Mother and Child Hospital Kotamobagu, several aspects are discussed in this analysis, highlighting various practices that influence communication between the main actors, such as doctors, nurses, and patients. The key points highlighted in the analysis are as follows: First, the use of local languages reflects the adaptation of communication to the local social and cultural context, showing cultural diversity in communicative interactions in the hospital. Second, polite and respectful attitudes are reflected in polite words such as "Good morning (Selamat pagi)" and "Thank you (Terima kasih)," emphasizing the importance of respect for social norms in communication.

The use of abbreviations and slang in medical communication reflects the presence of a specialized language code within hospital environments (Pitrianti & Maryani, 2023). In various contexts, including healthcare, these linguistic shortcuts expedite communication, conserve time, and foster social connections among individuals who share a shared understanding of this jargon. In clinical settings, employing abbreviations can enhance communication efficiency and decrease potential misunderstandings among healthcare providers, including physicians, nurses, and allied staff. Nevertheless, it is imperative to exercise caution in using such terminology, as it may lead to clarity among patients or other healthcare team members who need to become more familiar with the specific language. Consequently, medical professionals must judiciously employ abbreviations and slang to ensure communication remains clear and comprehensible to all parties involved. This highlights the dual nature of communication within the medical field, which encompasses both formal and informal exchanges.

Fourth, the empathetic and supportive approach exhibited by medical staff is crucial in addressing patients' anxiety and concerns, fostering a therapeutic environment that can enhance patient outcomes during the healing process. Fifth, clear medication instructions highlight the significance of patient adherence to medical regimens, acknowledging the patient's proactive role in the recovery journey. Sixth, using confirmatory questions is essential in verifying patient comprehension of the information provided, ensuring alignment between the message and the patient's understanding. Finally, employing precise medical terminology reflects the healthcare professionals' expertise and ensures effective communication, which is critical for patient knowledge regarding their health conditions and the associated medical procedures.

The ethnographic analysis of communication at Kasih Fatimah Mother and Child Hospital in Kotamobagu offers an in-depth understanding of the communicative dynamics within the healthcare setting. This study reveals the intricate interplay between language and culture in Indonesia, emphasizing the necessity of contextualizing interactions between medical personnel and patients. By examining these communicative practices, the analysis underscores the significance of social factors in shaping healthcare communication, ultimately contributing to enhanced patient care and understanding.

The Most Used Language Communication Strategies in Solving Problems from a Psycholinguistic Perspective

Table 2 shows the results that the most widely used language communication strategies to overcome communication problems from a psycholinguistic perspective are providing encouragement, providing motivation, providing reinforcement, showing empathy and providing emotional support, choosing good and friendly language, empathetic communication, providing examples, giving extra attention, protecting feelings, being sensitive, and being sensitive to the patient's feelings.

Table 2. The most widely used language communication strategies from a psycholinguistic perspective

No.	Code	Context	Communication Area	Communication Strategy
1.	A1/D-dr.Ps/Psc.P	Post-operative management of...	Presenting anxiety	of Giving motivation
2.	A1/D-dr.Ps/Psc.P	Problem solving	Presenting anxiety	of Encouragement
3.	A1/D-dr.Ps/Psc.P	Dialogue between Doctor and Patient	There is patient concern about his illness	Reinforcement

4.	A1/D-dr.Ps/Psc.P	Dialogue between Doctor and Nurse	Emotional respecifcity	Show empathy, give emotional support
5.	A2/D dr.Ps2/RO.K	Dialogue between medical staff and Patient	Choice of language and communication style	Appropriate and friendly language selection
6.	B/Dlg dr.K.P/KP.K	Dialogue between medical staff and Patient	Choice of language and communication style	Empathic communication
7.	B/Dlg dr.K.P/KP.K	Dialogue between medical staff and Patient	Language environment	Comfortable communication environment
8.	E/D Bdn.Ps2/K.IH	Dialogue between midwives and Patient	Comprehension	Use simpler language
9.	A2/D dr.Ps2/RO.K	Dialogue between Doctor and Patient	Anxiety about the disease	Develop emotional support
10.	W/Bdn-psn	Interview between midwife and patient	Using medical terminology selection	avoid using medical terms
11.	I/D DrK.Ps.pp/R.USG	Dialogue between Obstetrician, outpatient clinical officer, and Patient	Diagnosis	Reinforcement
12.	W/Dr. dgn peneliti	Nonverbal communication, ...face, movement, body	Interactional comprehension	Provide examples
13.	W/d\Dr dengan peneliti	Emotional responsibility	Anxiety	Strategy of paying extra attention
14.	W/Perwt	Interview with a nurse	Responsibility of medical personnel	Retaining sentiment
15.	W/Bdn	Interview with a midwife	Responsiveness of medical personnel	Compassion
16.	W/TMs	Patient with medical staff	Responsiveness of medical personnel	Awareness
17.	W/Prwt	Patient with medical staff	Responsiveness of medical personnel	Awareness to patient needs

Communication strategies seen in this conversation include using simple language, repeating important information, and adapting language based on the patient's social and cultural context. This shows the efforts made by medical personnel at Kasih Fatimah Mother and Child Hospital Kotamobagu to improve patient understanding of care instructions, aiming to accelerate the healing process and prevent infection. Strategies for Overcoming Communication Problems Based on Language Variation and Social Context at Kasih Fatimah Mother and Child Hospital Kotamobagu. At Kasih Fatimah Mother and Child Hospital Kotamobagu, effective communication between health workers and patients is key to quality care. The interactions between doctors, nurses, midwives, and administrative staff with patients reflect language variations and diverse social contexts.

The language communication strategies employed by medical personnel at Kasih Fatimah Mother and Child Hospital in Kotamobagu can be analyzed psycholinguistically to assess how language influences interactions and mutual understanding between healthcare providers and patients. As a discipline, psycholinguistics explores the intricate relationship between language and cognitive processes, providing insight into how language facilitates communication, healing, and emotional support for patients (Tialani & Hudiyono, 2023). Psycholinguistics investigates the interplay between the human mind and language, focusing on the cognitive processes involved in language production, comprehension, and acquisition. This field encompasses three primary domains: language production, perception, and acquisition.

In psycholinguistic theory, language reflects the characteristics of its users, particularly in specialized contexts such as medical settings. Psycholinguistics is the scientific study of the cognitive processes involved in the production and comprehension of language (Heidari, 2022). This field examines both language production (the act of speaking or writing) and language acquisition (the process of learning and understanding language). Additionally, psycholinguistics explores the relationship between language and thought (Dimitrova et al., 2021). The primary aim of psycholinguists is to elucidate the underlying structures and processes that enable individuals to articulate and comprehend language (Hasan, 2018). This indicates that verbal communication is not instantaneous; instead, it undergoes rapid cognitive processes that often appear unconsciously executed. Language production reflects a complex interaction between cognitive and emotional factors, integrating thoughts and feelings in real-time communication (Futrell et al., 2019).

Health workers can significantly alleviate patient anxiety through friendly and empathetic language. Research indicates that clear, straightforward communication is essential in clinical interactions to enhance patient comprehension of their health conditions and medical instructions. Physicians who minimize the use of complex medical jargon and incorporate relatable analogies can facilitate a better understanding of medical procedures among patients. This approach promotes patient engagement and improves adherence to treatment plans (Mulyaningsih, 2023).

In the psycholinguistic analysis of language communication used by medical personnel, nurses, and staff at Kasih Fatimah Mother and Child Hospital Kotamobagu, several aspects are considered: respect for cultural values, psychological approaches to communication, and sensitivity to social norms. Respect for cultural values involves adjusting the language and dialect known to the Patient. For example, the Doctor used the Kotamobagu dialect in conversation with the Patient to facilitate understanding and show respect for the Patient's cultural identity. The positive effects of respect for cultural values include reducing anxiety, increasing trust, and improving Patient compliance with medical instructions.

Even healthcare professionals and patients' families. Research conducted by Mawardani (2024) underscores the significant impact of socio-cultural factors on patient experiences in healthcare settings. A holistic and sustainable approach is imperative to enhance patient engagement and willingness to seek health services. This can be achieved by improving the physician-patient relationship, increasing awareness of the importance of proper health care, and advocating for inclusive and empathetic medical practices. In addition, listening and understanding the concerns and experiences of the elderly with empathy can help overcome negative stigma and build better relationships between the elderly and medical personnel.

Sensitivity to social norms, including dress, eye contact, and physical proximity, is crucial in the interactions between healthcare professionals and patients. Effective communication in a clinical setting requires the provider to utilize the local language that the patient understands, thereby demonstrating respect for the patient's cultural identity and facilitating a more comfortable exchange of information. Furthermore, adjusting eye contact and maintaining an appropriate physical distance in accordance with the patient's comfort levels are essential strategies for reducing anxiety and fostering a supportive environment. These practices enhance patient-centered care and contribute to more effective therapeutic outcomes.

In addition, doctors and nurses demonstrate respect for the role of the family in the care process, which is an important social norm in many cultures. The use of reassuring language, such as “don’t worry (jang hawatir)” and “take care of the patient (rawat bae-bae,)” helps reduce anxiety and provide a sense of calm to the patient’s family. This creates a more effective and empathetic communication environment.

The psycholinguistic approach in communication at Kasih Fatimah Mother and Child Hospital Kotamobagu emphasizes language adjustment, respect for cultural values, the use of relevant terms, and an empathetic approach. In this way, medical personnel and nurses can create an effective communication environment where patients and their families feel valued, heard, and understood. This approach improves patients' understanding of their medical conditions and strengthens the relationship between medical personnel and patients, ultimately contributing to better quality health care.

4. CONCLUSION

Language communication strategies at Kasih Fatimah Mother and Child Hospital Kotamobagu are analyzed from a sociolinguistic perspective. The most widely used language communication strategies from the sociolinguistic perspective are the communication strategy of giving instructions, the communication strategy of asking questions, the communication strategy of explaining, the communication strategy of clarifying, and tracking. These language communication strategies are the most widely used to overcome indicators of communication problems related to the Patient's understanding of their illness, the diagnosis of the illness suffered by the Patient, and the provision of medical treatment. From the psycholinguistic perspective, it is by giving encouragement, giving motivation, giving reinforcement, showing empathy and giving emotional support, choosing good and friendly language, empathetic communication, giving examples, giving extra attention, retaining sentiment, compassion, and awareness to the Patient's feelings. The evaluation shows that the language communication strategy from the sociolinguistic and psycholinguistic perspectives has succeeded in achieving communication goals, building meaningful relationships between medical personnel and Patients, and reflecting the hospital's commitment to providing quality and holistic health services.

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