



Trust and Social Capital of Patients in Engkong Traditional Medicine in Binjai City

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ABSTRACT

Health is the most important indicator for every human, when a person is declared healthy, all his activities will run well. If you look at health services in Indonesia, it shows there is a combination of modern medicine and traditional medicine. This research was conducted to interpret how social capital as a traditional treatment strategy engkong with the actions of people who choose decisions in curing diseases. On the other hand, it is also to describe that there is no coercion of a person to practice traditional medicine. The method used descriptive qualitative approach. Data collection techniques are carried out by observation, in-depth interviews and relevant literature studies. The results of the study can be concluded the contribution of trust and social capital to patients is useful in traditional medicine and can also maintain the existence of traditional medicine. With the social capital in traditional engkong medicine in Binjai City, it will make it very easier for the surrounding community to carry out traditional healing, with the therapeutic kusus technique carried out by Engkong doesn't produce side effects in the future. The most powerful social capital influence is the existence of networks and beliefs while those with weak influences are social values and norms.

Keywords : Health, Social capital, Traditional Medicine

ABSTRAK

Kesehatan merupakan indikator terpenting bagi setiap manusia, ketika seseorang dinyatakan sehat maka segala aktivitasnya akan berjalan dengan baik. Jika melihat pelayanan kesehatan di Indonesia, terlihat adanya perpaduan antara pengobatan modern dan pengobatan tradisional. Penelitian ini dilakukan untuk menginterpretasikan bagaimana modal sosial sebagai strategi pengobatan tradisional engkong dengan tindakan masyarakat yang memilih keputusan dalam menyembuhkan penyakit. Di sisi lain juga untuk menggambarkan bahwa tidak ada paksaan bagi seseorang untuk melakukan praktek pengobatan tradisional. Metode yang digunakan adalah pendekatan kualitatif deskriptif. Teknik pengumpulan data dilakukan dengan observasi, wawancara mendalam dan studi pustaka yang relevan. Hasil penelitian dapat disimpulkan kontribusi kepercayaan dan modal sosial kepada pasien bermanfaat dalam pengobatan tradisional dan juga dapat mempertahankan eksistensi pengobatan tradisional. Dengan adanya modal sosial dalam pengobatan tradisional engkong di Kota Binjai akan sangat memudahkan masyarakat sekitar dalam melakukan pengobatan tradisional, dengan teknik kusus terapi yang dilakukan oleh engkong tidak menimbulkan efek samping dikemudian hari. Pengaruh modal sosial yang paling kuat adalah adanya jaringan dan kepercayaan sedangkan yang pengaruhnya lemah adalah nilai dan norma sosial.

Kata Kunci : Kesehatan, Modal Sosial, Pengobatan Tradisional

1. Introduction

Traditional medicine is an ingredient or concoction of ingredients in the form of plant ingredients, animal ingredients, mineral ingredients, sarian preparations or mixtures of these ingredients have been used for treatment for generations based on experience. Not only that, traditional medicine can also be done technically, of course, those who have experience in terms of



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traditional treatment techniques. This, of course, is followed by the modern era where there are many new breakthroughs regarding traditional medicine, ranging from herbs, prayers, kuduk and others.

Modern and traditional medicine are two ways of treatment that are basically for the cure of diseases. Each of these healing methods also has its efficacy and interest. It cannot be denied for the efficacy of traditional medicine and the endorsement of the government to make traditional medicine a medium for curing diseases in the community. Speaking of medicine or traditional medicine, is a local wisdom and an earlier method that was trusted by the community and is still used today.

Traditional medicine is widely divided into several parts of the way of treatment, one of which is in the form of medicinal herbs (spices). It is usually processed traditionally, hereditary, based on the recipes of the ancestors of customs and beliefs. But it is also with some treatment that takes place by action (kuduk, kuduk, and so on). It is emphasized that traditional medicine is easier for people to reach, both from the price system and the level of healing.

Through the Tawangmangu Declaration, the meeting resulted in a joint agreement between ASEAN countries to integrate traditional medicine into conventional medicine in 2015. The same is the case with the existence of Engkong traditional medicine, namely by means of "massage therapy techniques" and "traditional herbs". This is evidenced by the results of observations made by researchers to Engkong as a practitioner of traditional medicine massage therapy and traditional herbs.

2. Literature Riview

1. Social Capital

Social capital as a mutual value (trust) trust between community members and society towards its leaders. Social capital as a social institution involves networks, norms and social trusts that encourage social collaboration for the common good. Fukuyama (1997) defines social capital as a set of informal values or norms shared among the members of a community that allows for cooperation between them. The concept of social capital itself arises when a thought that says that community members are unlikely to individually overcome the various problems faced, requires good togetherness and cooperation from all interested members of society to overcome these problems. Social capital consists of social networks, beliefs, reciprocity, values and social norms. Social capital in general has relationship with health, but still little research has been done to find out how social capital can be affect health (Gujar et al., 2019).

2. Trust

Trust is an expectation that grows in a society indicated by the existence of honest, orderly, and cooperative behavior based on commonly adopted norms (Fukuyama, 1995). High social trust in society tends to have positive social rules and in the end good cooperative relationships are formed as well (Cox, 1995). Trust can encourage a person to work with others to bring about productive joint activities or actions. Trust is a product of very important social norms of cooperation that then give rise to social capital. Trust in traditional medicine is very necessary, not only between practitioners of massage therapy but between communities with one another also needs a trust because with this trust there will be a good cooperative relationship. There is no suspicion between fellow perpetrators of therapy or the rest of society.

3. Method

This research was conducted descriptively with a qualitative approach. A qualitative approach is a study that aims to understand the phenomena of what is experienced by the research subject such as behavior, perception, motivation, action, and others holistically and through descriptions in the form of words and bahasa, in the specific context experienced, which make use of the different scientific methods (Moleong, 2005). The location of this study was conducted in Pujidadi Village, South Binjai District, Binjai City.

In this study, the unit of analysis and the object of this study is engkong as people who do treatment and as well as patients who do traditional medicine. The data collection techniques used in this study are: observation, in-depth interviews and documentation. After the data obtained are studied and re-researched to find the answer to the problem formulation question so that a conclusion answer is formed. Then the complete data is reduced by means of abstraction. Abstraction is a detailed summary that refers to the core of the data findings so that it remains the focus of the study.

4. Results and Discussion

In general, traditional medicine as an alternative medicine which in fact the treatment starts with methods, herbal spices, massage techniques, therapy and many others. In kbbi itself, traditional medicine is defined as treatment made from various roots, tree bark, stems, flowers, fruits and leaves for various diseases. Another meaning of traditional medicine is village medicine.

Seeing the traditional treatment of engkong, including in one of the treatments that are in great demand by the public, especially the people of Binjai City, engkong itself as a practitioner of traditional medicine is very famous for its methods or methods in treating its patients, with the kujuk technique carried out by engkong, many patients are satisfied.

It can be understood that engkong patients have placed trust in engkong, where the trust is created in engkong who has succeeded in helping to cure the diseases suffered by their patients, then the patients carry out promotions, ranging from word of mouth, to social media spaces, one of which is Facebook, this is what can be said to be a social network that engkong patients do to be able to run their promotions to others People who have diseases and want to recover

Social networks are, networks of cooperation between people which can be said to be the manifested state of dynamic infrastructure in social capital that facilitates the occurrence of communication and interaction that allows the growth of trust and then strengthens cooperation. So, when this has been realized, it will certainly produce a healthy society and of course will have a solid social network that can strengthen the feeling of cooperation of its members and benefit from its participation (Putnam, 1995).

Looking at social networks in general can also be katakana, network analysis or also known as social networks view social relationships as nodes and ties. We start from the node is the individual actors within the network, while the bond is the relationship between those actors. There can be many types of bonds between nodes. Research in various academic fields has shown that social networks operate on many levels, from family to country, and play an important role in determining how to solve problems, run an organization, and the degree of success of an individual in achieving his goals. So, in fact, the bond and the knot have the same relationship and also provide feedback between the two.

The relationship he had built between the engkong and a group of patients created various forms of social networks that were mutually beneficial between the two. In general, pelicin is meant to facilitate and facilitate the continuity of something that will happen and in the long term. It is

clear that the use of pelicin is to help spread information to the rest of society, and to make it easier for the engkong movement as a therapist to get patients so that his activities as a healing person are valid until an indeterminate time.

Social networks play an important role in bridging engkong and a group of patients to be able to give confidence to the traditional treatment carried out by engkong. The word bridging here is interpreted as a form of helping between the two parties between the engkong and its patients. Starting from engkong who provides evidence that many patients recovered when doing therapy on him, then the recovered patient felt satisfied and believed that when he spread information that people around him the recovered patient already had strong evidence

Trust when viewed in general or can be said by the definition of trust is, how individuals and groups have a relationship with each other which will later give rise to a trust, because this belief is a foundation when society wants to start a relationship with any aspect of it. Trust is built by the proof of one of the parties, where both parties will later benefit equally, especially in traditional medicine

Social capital is a concept used to measure the quality of relationships in communities, organizations and communities, one of which is engkong patients. Social capital is not defined in a material, but social capital is obtained from a person. Social capital places more emphasis on the potential that exists within a group and between groups. Then in the group of social capital will find the survival and functioning of a group in society. This naturally arises an important aspect of social capital itself.

This study aims to determine the level of knowledge and use of traditional medicine in the community represented by the community in Binjai City as a preliminary study. This research is expected to be preliminary data to take steps to increase public knowledge about traditional medicine and increase public awareness in using quality, safe, effective, and reliable medical and traditional medicine. Many people use traditional medicine both for treatment and treatment, in other words, it is also included in the way or often known to the public with engkong therapeutic massage. Thus, much must be expected of the public in order to better know the existence and benefits of traditional medicine itself.

5. Conclusion

Traditional medicine runs on the components and aspects that exist in the concept of social capital. Of course, equipped with existing components, the community believes because many see evidence from people who have done traditional medicine from the results of healing traditional medicine, strong facts emerge to believe in traditional medicine. This phenomenon itself is an event that cannot be avoided by the group of engkong patients. Although there is already modern medicine carried out by the government, there are still people who use and take advantage of the existence of traditional medicine.

Trust that are the basis of traditional medicine, of course, have a lot to strengthen when there is a discussion about beliefs. Building trust in society is not easy, of course, there must be many facts that are seen directly by a group of people, especially when dealing with health, anyone or health is the most important thing when humans live for society. In traditional medicine, the trust of engkong is complemented by honesty, cooperation and normality, this is what makes the benchmark for people to decide to believe in traditional engkong medicine.

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