Communications Phenomenon of Traditional Chinese Medicine in Beijing and Jakarta (Case Study: Tong Ren Tang and Tong Fang Clinic)

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Abstract: The purpose of this study is to capture the phenomenon of communications that happened in the context of Traditional Chinese Medicine (TCM) for Indonesian people; encompassing interpersonal communication, group communication and mass communication. The research method used was Schutz’s phenomenology which is based on the search of the meaning of the behavior (action). Tracking data is conducted through direct and indirect observation at two Traditional Chinese Medicine clinics in Beijing and Jakarta. Informants consisted of the therapists (TCM physicians), patients and the government in the health field. In this study, the actions are the behavior of the actors constructed in TCM, which is measured through therapists and the actions of TCM patients in Beijing and Jakarta. The results show that appropriate communication, supported by accurate evidence will facilitate and perpetuate the acceptance of TCM for Indonesians to go to Beijing or Jakarta. Bombardment of mass communication of TCM has increased the awareness for the presence of TCM in Jakarta, but also became a boomerang for TCM image overall.

Keywords: communications, phenomenology, Traditional Chinese medicine, Indonesia, Beijing

1. INTRODUCTION

Communication occurs in many areas of life. There is no activity that does not require communication, including the health world. Health messages began to feel as needed by the people, especially Indonesian. The number of issues in health problems, making the Indonesian people looking for alternatives for their health recovery. National Healthcare Group International Singapore Research Development stated that 50 percent of international patients seeking treatment in Singapore are Indonesian citizen. The average number of patients who went to Malaysia from Indonesia is 12 thousand people per year [1]. In Indonesia, commercial with messages about health were flooded on television media. The issue first emerged among the economy class. There are many modern medical treatments in Singapore and it is being a general talk among them, if there are health problems that are difficult to cure in Indonesia, they will fly to Singapore to do the treatment.

In the mass media if any artists or government officers get some illness, treatment in Singapore is considered as a prestige of its own. Even if there is an officer or corrupt businessman who indicated they did not attend his court by reason of being treated in Singapore [2].

In 2007, traditional treatment in China for Indonesian people has been exposed more because of a minister known for his simple lifestyle, Dahlan Iskan liver transplant operations is in China [3]. Thus more and more members of Indonesian society began to revive the style of Traditional Chinese Medicine (TCM), both Chinese descent in Indonesia or other of the various tribes. This opportunity is captured by a clinic on behalf of the governments of China, namely Tong Ren Tang expanded by opening a clinic in Jakarta on 2004. They have opened the same clinic in the United States, Singapore and Australia. Even clinics in Beijing have provided TCM doctors who speak fluent Indonesian. Conversely, a clinic in Jakarta brings TCM doctors who speak mandarin to strengthen the
2. METHODOLOGY

This study uses phenomenology of Schutz who base on the search of the behavior meaning. Observations are direct and indirect. Direct observation conducted to explore the detailed observation of the study subjects according to the perspective of the researcher as the main instrument in this study. While no direct observations made during interviews with informants [4]. Technically, the method of observation in this study was conducted using questionnaires or interview guides to get the data from the observation by informants’ action [5]. Interviews were conducted in flexible and informal so that the views of informants will come out naturally.

The consequences of the concept of action in Schutz’s phenomenology bear on the level of research methods that greatly affect the system of observation, especially in the search of the meaning of behavior (action). Based on the above reasoning, there are three models of construction in interpreting the meaning of social action: (1) Model consistency of action the objective validity of the construction of researchers (2) Model subjective interpretation, so that researchers are able to base the categorization of types of human actions and the results of subjective meaning of the action taken by the actor, (3) the ideal model between the meanings constructed by the researchers with individual social actor and social environment [6].

Schutz's phenomenology of thought influenced by the thought of Husserl and phenomenology of Weber, directs the combined analysis of the action version of Weber’s and Husserl’s typifications models [7]. Husserl’s typifications establishment basis, based on the type of action of the actors in this study consists of the type of action the act itself and the type of action that is based on the social character of the actor in the reality of everyday life. Phenomenology helps construct social science methods in a way to identify, classify, and compare the model of social action as a phenomenon widely towards the establishment of a new behavior (action) model.

In this study, the actions are the behavior of the actors constructed in TCM, which be measured through the therapists and the actions of the patient of TCM held in Beijing and Jakarta.

3. DISCUSSION

In accordance with the above concept of phenomenology, then the discussion about communications of TCM is going through the process of identification, classification, and comparison of the model of actions (behaviors) as a widespread social phenomenon towards the establishment of a new model of behavior. The first part will discuss TCM communication in general, will be parsed on the scope of communication in the Tong Ren Tang clinics and the Tong Fang clinic.

Meanwhile, Tong Fang Jakarta Clinic fame adopts Dong Fang Hospital Affiliated to Beijing University of Chinese Medicine. Tong Fang clinic has practiced for three years in Indonesia declared as an official branch of Tong Fang Hospital located in China. The clinic has several branches including in Surabaya and Pontianak. In the television ads, the clinic is able to cure cancer, diabetes and prostate. The clinic was established in Surabaya since 2007, while in Jakarta and Pontianak approximately on 2009. Tong Fang derived from the dong fang (东方) which means 'east'. Dong means 'east' and fang means 'door'. It literally means the treatment from east (China). In Chinese ‘d’ is read as ‘t’, then the clinic is named Tong Fang. No association with China Dong Fang Healthcare Group Inc. which is based in Guangzhou City, the People's Republic of China.

A. Identification of TCM

The Traditional Chinese Medicine known as TCM, in local language known as Hanz (中医学). Treatment was classified in eastern medicine like other East Asian traditional medicine such as Kampo (Japan) and Korea. TCM is taught in almost all medical schools in China, and most of Asia, and North America [8]. TCM cannot be replaced. This is due to sociological and anthropological factors. Treatment traditionally believed by ancient Chinese people as a more effective treatment than western medicine, particularly the treatment of flu and allergies, as well as addresses the prevention of poisoning [9]. In the West, traditional Chinese medicine is considered as an alternative treatment. In the Republic of China and Taiwan, it is becoming an integral part of the health system. Traditional Chinese medicine now part of modern medicine and the health system in China. In some, many Western medical experts are also examining the truth of this Chinese traditional medicine [10].

Through observation in this study, the data obtained by four-stage process of communication between the therapist with the patients, which is done by:

1. Observing (看 王). In this process, which is to observe the patient's tongue, the face of the patient, the patient's voice, the surface of the ear, the patient's body odor, vascular smooth the path index pediatric patients.
2. Hearing (听 闻). The process is palpate or feel the pulse of the arteries of patients at six positions racist.
3. Asking history (问 问) and health problems perceived by the patient.
4. Touching (按 贤). The touch can be to compare temperatures in some parts of the body, but especially on the abdomen the patient's body. The pulse-reading component of the touching examination is so important that Chinese patients may refer to going to the doctor as "Going to have my pulse felt".

Such actions are taken by therapists consistently in doing the check up performed on each patient, without special tools except a flashlight to make sure the right lighting at the time of checking the patient's tongue. It is different in the modern physician's treatment.

Meaning to be created in this form of communication is that traditional Chinese medicine is a natural and environmentally friendly. They do not use equipment of technologies in patient harm (e.g. chemicals that can enter into toxins in the human body). The diagnosis focuses on the experience, acumen, intuition and expertise of the therapist senses in analyzing patient's health problems. The meaning is constructed through the act of the therapist is the nature and experience of thousands of years of the royal physician to examine the health of the emperor.

B. Scopes of Communications in TCM

In this study, there are two clinics were observed, namely
Tong Ren Tang (同仁堂) in Beijing and Jakarta and Tong Fang (东方) in Jakarta. The communication process happens classified as follows:

1. Interpersonal Communications and Group Communications in Tong Ren Tang Beijing

There are processes of interpersonal communication and group communication in Tong Ren Tang. The patients of Tong Ren Tang from outside China, the doctors usually a specially invited by the Chinese government as a state guest or through regular tourism tour, so communication is taking place in two stages. First is in group communication. Representative who is also a medical clinician will provide information on TCM. There is interactive communication because each participant can ask the therapist directly. The representation made presentation in the Indonesian language fluently. Clinical management prepare for the arrival of guests from various countries, including from Indonesia. The impression thing to the prospective patients to Beijing’s clinic is the shop has a traditional Chinese set-up at the frontage and the interior. This is consistent with the statement of the results of previous research that says that face-to-face communication is situated: the true challenge of spoken communication is to take into account and integrate information not only from the speakers but also from the entire physical environment in the interaction room takes place [11].

Next up is a personal communication between the therapist and the patient begins with the diagnosis made by the TCM’s doctor. Face to face between therapist with patients. This strategy is suitable according to the results of previous research that says that face-to-face communication is in fact much more than speaking and speech is greatly influenced both in substance and content by this essential form of communication. Face-to-face communication is multimodal: interacting involves multimodality and nonverbal communication to a large extent. Speakers not only hear but also see each other producing sounds as well as facial and more generally body gestures. [11]. How presenter explained TCM is effective as touching presentation. The words that came out was: "If the modern doctors use a stethoscope, we were taught how to diagnose a patient's disease through the grasp of the pulse and look at your tongue. Problems can be immediately detected by the experience of the TCM doctors. This has been demonstrated through previous research which states that: Listeners' ratings further suggest that these qualities are considerably more effective in signaling milder affective states than the strong emotions [12].

The therapists deal with family group consists of two people, who are acting as a translator and a local therapist who comes from Beijing. There is female therapist. China has changed the paradigm of the role of women and men. If the first royal physician is always synonymous with men, this time the therapist is the women. Previous research states that a transformation of social and political role in the Chinese community in the gender impact on China's economy in general, as mentioned that desexualized or masculinized discourse politically constructed from the foundation of China to the end of the "Cultural Revolution"; consumerist ideal discourse and economically constructed since the Chinese economic reform [13].

2. Interpersonal Communication in Tong Ren Tang Jakarta

Branch of Beijing’s Tong Ren Tang in Indonesia is located not far from the center of Jakarta. In 2002, Tong Ren Tang was founded the company with an import-export company of traditional medicine in Indonesia and then in 2004 opened the first clinic in Jakarta. Tong Ren Tang also sent doctors from Beijing to serve clinics in Indonesia. In this place, the natural aroma of TCM from terrace had wafted from the clinic. Room treatment, acupuncture room, and dispensary clinics scattered around the yard. Tong Ren Tang Jakarta more personalized communications. No advertising through mass media, the same as it did in Beijing. But there is a difference, if in Beijing, invited guests get the invitation of the government or a package tour to China. Beijing’s clinics that do not accept individual guest visit. In Jakarta, the patient can come without prior appointment.

3. Phenomenal Communications of Tong Fang Clinic Jakarta via Media Television

Tong Fang clinic became phenomenal in Indonesia because their ads on television media containing testimonials from patients with overt mention of his success. Patients declared cured of the disease thanks to the clinic for treatment. Diabetes, etc. can be cured only by 2-3 times treatment package. However the modern medicine cannot guarantee, that diabetes can be cured completely.

TV Audiences and their families who are suffering as advertised on television are expected to immediately get up and keen to follow this TCM treatment. Television ad of Tong Fang is very simple but full of meaning, a lot of people who end up tempted to try it. As told by one of the patients that come to the clinic because she was tempted by the advertisements on television and supported by families who also serve targeted ads to trust.

Social phenomenon that occurs is advertising of Tong Fang hypnotize the audience in Indonesia. People have become advertising Tong Fang’s fever. In many social networks that mimic the testimony as a joke. Fang Tong clinic became the talk of people in all walks of life in Indonesia. In advertising communication is considered successful, as almost all TV audiences become aware of the existence of Tong Fang clinic, but this ad socially reprimanded by the Indonesian Doctors Association (IDI) and the Association of Indonesian herbal medicine business and even the Indonesian Broadcasting Commission (KPI) also intervened.

According to government informants, Tong Fang clinic do not have a permit from the health department, permits issued are from the tourism department. TV ads has become a problem for Tong Fang clinic because they violated the Ministry of Health Regulation No. 1787/Menkes/Per/XII/2010 of Advertising and Publications Health Services, and the Ministry of Health Decree No. 386/Men.Kes/5K/IV/1994. Television commercials that are too adored and not accompanied are proof of the testimony of these patients. Television ads that are affecting the audio visual has been able to build the audiences for the construction of meaning through non-verbal communication of patient testimonials in advertising is causing the motor resonance processes are involved both in language comprehension and Affect in perception [14]. In the Tong Fang clinic ads, the patients in Indonesia are made happy smiling so as to affect the audiences who are suffering from a particular illness gets solution as mentioned in the ads. A smile or frown perceived affects the listener, and hearing an incongruent smile or frown impedes our comprehension of spoken words [14].
C. Behavior of TCM Patients

Through the identification and classification of communication on TCM, and then compiled the model behavior as a social phenomenon and a new model of behavior as a continuation of the phenomenon. This behavior model would be the compliance between the meaning that is constructed in this study with individual social actor and social environment. The discussion is as follows:

1). The Behavioral Phenomenon of Health Treatment in Indonesia.

Research in 2010 mentioned that traditional medicines are increasingly in Indonesian society, this can be seen with the rapid growth in the number. According to the study, respondents more positive attitudes toward traditional medicine is as much as 89.7%. Although respondents who chose more modern treatment is as much as 86.8% compared with traditional medicine in general [15].

Traditional medicine systems are socio-cultural phenomenon that has been integrated in society. The system is now used by people to cope with a variety of diseases both in villages and in the cities. Advances in technology and science are not able to eliminate the sense of traditional medicine. The results of the National Socioeconomic Survey (SUSENAS) in 2007 showed that the population of Indonesia who feel of pain for a month at 30.90%. Selection of source of treatment made by residents: the largest percentages (65.01%) were self-medication, outpatient treatment (44.14%), and hospitalization. Indonesia’s population outpatient clinic chose the largest percentage (33.93%), physician practices (25.21%), non-physician practices (24.87%), hospitals (9.66%) and traditional healers (2.47 %) [16]. Traditional medicine does have a portion at least, but this phenomenon is changing with the promotion of the Chinese government to come to Tong Ren Tang Beijing and TV ads campaign of Tong Fang in Jakarta to make aware Indonesian people for TCM treatment. In Indonesia can be envisaged that the selection of patients in the medical treatment there are three ways, such as: doctors, traditional ethnic (TCM or Indonesian herbal) and personal.

Journey of TCM communications through the mass media has proved a double-edged knife, in addition to be famous of clinic but also speed up the closure of the clinic because their TV ads are considered as a lie. In the Broadcasting Act, the Broadcasting Code of Conduct and Regulation, In 2010, the Advertising and Publications Health Services, stated that the community as a health service users should be given the protection of information in the form of advertising and publicity of health services that is misleading. All health care ads promise things dramatically healing is not allowed. The ban is based on the protection of the society so that the message is not misleading. Advertisement or publication must contain health care information with data / facts are accurate, evidence-based, informative, educative and responsible. Advertising testimony could not represent scientific evidence. One informant stated that: "If they can thrust outcomes based research, such as how many hundreds of drugs used to treat cancer and other drug use apparently healed, please, we will support. But if it has not been proven to serve targeted and advertised mostly on television, is considered misleading information."

In countries like China, India, Vietnam, Japan and Sri Lanka, traditional medicine has been recognized and used as an official institution nationally by governments of these countries. In Indonesia, the practice of traditional medicine has not officially received recognition from government agencies [17]. Based on tracking data, it was concluded that the patient came to the clinic because TCM:

a. Seeking alternatives to modern medicine
b. Desperate because the disease does not go away with modern medicine.

c. No-confidence in the methods of modern medicine for many reasons, one of them because anthropology elements, e.g. Chinese descent in Indonesia are still many choose a treatment ancestors than western medicine (modern).

2). Ideal Model Behavior of TCM in Indonesia.

Through the above phenomenon, it may be possible to behavior model that ideal for TCM in Indonesia. Behavior that is formed should follow the following process:

a. The establishment of a correct concept of TCM

During this time, the patient came much as try to TCM even after his illness worse. In fact, TCM serves also as a preventative, not only to treat. The basic principles of TCM therapies are "to Prevent disease before it is onset" and "to Prevent deteriorate", namely to keep disease from occur, or stop their development and change [18].

b. Proper socialization of TCM by Credible Therapist

TCM therapist or TCM doctor has to socialize about the success that is based on accurate data, through published studies.

c. Adaptation to Local Herbal Ingredients.

Adaptation of Chinese herbal ingredients with local Indonesian herbal ingredients, that posed no contradiction with herbal entrepreneurs in Indonesia. If possible, do some research along with TCM herbal entrepreneurs Indonesia resulting in collaborations that strengthen public acceptance of the TCM in Jakarta even in Indonesia. Even in the diagnostic can be combined with other methods for diagnostics in TCM also is to differentiate the syndrome and seek causative factors [19]. In addition to facilitate the acceptance of local communities, local Indonesian herbal ingredients can make the cost of treatment to be relatively affordable by most people of Indonesia.

d. Brand Image through Mass Media

Mass communication conducted Tong Fang clinic did not succeed in forming a good image of TCM. Testimonials are exposed to the point and raise the pros and cons in the community Jakarta observed. Beijing was not even invented bomb ads in television media. Clinical image formation based on reputation Tong Ren Tang treatment success in patients names (public figure) as Norodom Sihanouk, Dahan Iskan. The invited guests who came to the clinic in Beijing, was treated like a guest of honor diplomatic of Chinese government. TCM has had a good reputation in China and Taiwan because of the proximity of their culture. In ancient China; doctors worked by apparent intuition, based on such analysis. Many older people regard TCM doctors as more experience and skillful [20].

e. Ideal Behavior of TCM treatment

TCM was born from the idea of the harmony of nature with human beings as the basic of TCM that taken from
the Taoism. Go green campaign can be a complement to the success of this TCM. The idea in Daoism thing that all must accord with the natural worlds [18].

TCM ideal behavior is supported by the right marketing and communication can be described at Figure as follows:

Figure. Ideal Behavior Model of TCM in Indonesia
Source: Data Collected from the Research

4. CONCLUSION
Based on the discussion above it can be concluded that the appropriate communication, supported by accurate evidence will facilitate and perpetuate the acceptance of TCM for the Indonesian people. Indonesian society is the people who went to Beijing or who choose treatment in Jakarta. In various ethnic of Indonesia, tribal of Chinese or the other tribes can be a big market for TCM.

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