

## ANALYSIS OF THE ROLE OF THE ALODOKTER APPLICATION IN THE HEALTHCARE INDUSTRY ON SOCIETY

**Dewi Puspaningtyas Faeni<sup>1)</sup>, Dewi Cantika Hikmah Ulkhusna<sup>2)</sup>**

Faculty of Economics and Business Universitas Bhayangkara Jakarta Raya<sup>1</sup>, Student of Faculty Economics and Business Universitas Bhayangkara Jakarta Raya<sup>2</sup>.

Correspondence		
Email:	No. Telp: (+62)83893029133 , (+62)81908199569	
<a href="mailto:dewi.puspaningtyas@dsn.ubharajaya.ac.id">dewi.puspaningtyas@dsn.ubharajaya.ac.id</a> , <a href="mailto:202110325173@mhs.ubharajaya.ac.id">202110325173@mhs.ubharajaya.ac.id</a>		
Submitted: 21 Juni 2024	Accepted: 27 Juni 2024	Published: 28 Juni 2024

### ABSTRACT

Indonesia strongly supports the advancement of the current digital era, the market needs that continue to increase result in the development of technology is increasingly rapid and become a major part in the development of the business world, especially in various industrial fields. Digital development has become one of the ways to survive in various globally competitive industries. Digitalization has penetrated into various industries, one of which is in the health sector. Alodokter was created as a form of application of information systems which now helps people deal with health problems. The purpose of this study is to describe how the role of Alodokter as a form of technological development through digitalization is towards the community in solving various health problems. Examining what features can be accessed by its users including the function of its usefulness to what are the obstacles in using it. While this research method is carried out with qualitative methods. The results of this study will be an explanation of how important it is to implement information systems in an organization or company in various fields including the health sector. It is also important for people to be able to understand and utilize current technological advances properly and wisely. Because basically technology was created with the aim of facilitating the running of an activity to be more effective and efficient.

**Keyword :** Information Systems, e-Health, Technology, Digitalization

## INTRODUCTION

### A. Background

With the advancement of the current digital era, market needs are increasing, and technological developments are now a major part of the development of the business world, especially in various industrial fields. Therefore, digital development is one way to survive in various industries and remain globally competitive. Companies that have not used the digitalization system may be eliminated by competitors and may even go out of business. The development of digitalization also extends to the fields of transportation, banking, and logistics. Indonesia is now part of the country with the highest number of internet users in the world. The We Are Social website has reported that there were 204.7 million internet users in Indonesia in January 2022. From the previous year, it increased by 1.03%. As of January 2021, the total number of internet users in Indonesia was 202.6 million.

Covid-19 or Coronavirus first appeared in Wuhan, China, and the coronavirus was officially reported to the World Health Organization (WHO) on December 31, 2019. On March 2, 2020, the Government announced that there were two positive cases of the first Corona Virus infection. When the existence of this virus spread to almost the entire world, especially in Indonesia, the government made PSBB policies, namely widespread social restrictions and many other activities were restricted, these policies have mostly been implemented in the country. This has led to the formation of new habits of the community to adapt to the situation. All forms of activities that were previously carried out directly or face-to-face are now carried out online. Especially in the health sector, the advancement of digital

development due to the coronavirus pandemic has made it easier to operate and transact in the business world.

The utilization of technology is not only limited to the corporate sector, but also extends to the health and medical sector, so that it can help ease the burden on patients (Kompas.com). Digital health checks also enable early diagnosis and allow users to provide first aid while using the app. Various aspects of human life, including medicine, have been improved by the rapid advancement of technology. A few years ago, people spent a lot of time and effort to access health services but did not get the expected results. But as technology advances, innovations are emerging that make access to medical services easier. This is commonly referred to or abbreviated as health technology.

Digital health and wellness technologies are involved in almost every aspect of health, as per the official website of the Australian Department of Health and Aged Care. The effective use of digital information and modern communication technologies offers a promising future for the health system. In fact, technology has been proven to revolutionize the health industry. The diverse systems and software available to healthcare providers and patients facilitate the delivery and receipt of healthcare services.

By using health apps that are connected to hospitals and other public health departments, people get various benefits, one of which is more time efficient and affordable. The health app features provide support and convenience for users when they want to schedule appointments with doctors and provide other health services. This digital health app also has patient assistance. In this case, the patient assistant acts as a virtual patient reminder, allowing you to check the patient's status and schedule reminders whenever the patient or user takes their scheduled medication. (Kompas.com National 2021).

According to previous research that explains information technology in the Healthcare sector, it is an important reason for conducting research on "The role of the Alodokter application in the Healthcare Industry for the Community". This digital communication tool is very influential in people's daily lives, from education to health. With the creation of increasingly sophisticated technology, everything including the ease of communication produced can make the information service system in the health sector grow. With this system, people get health information services in one of the digital health systems that have been created, namely "alodokter.com". As a result, the authors are interested in making this research with the title "The Role of the Alodokter application in the Healthcare Industry for the Community".

As a form of technological development in the field of e-health, the website alodokter.com or the Alodokter Application is now considered to have succeeded in gaining public trust to find various kinds of information from trusted and quality sources. Many of them are helped by the existence of this system with various features provided in Alodokter.

## THEORETICAL REVIEW

### A. Definition of Management Information System

A number of experts, including Bodnar and Hopwood (1993), Mc. Leod (1995), James A.F. Stoner (1996), Turban, Wetherbe and McLean (1999), have provided definitions of management information systems. Although each expert has a different definition, the general understanding is the same. The Management Information System or commonly referred to as SIM is a combination of hardware and software made to process data into digital information that is useful for planning, managing, and developing a company.

The system aims to help a company design and understand the economic opportunities of the information system when using a new information technology system. It can make it easier

for companies to pay attention to the quality and competence of human resources when utilizing it. With the system, access to the relevant data is more accurate, allowing the company to analyze the implementation of program policies and identify needs to support the information system to be more optimal and effective.

- i. Management Information System is the main role in running the company as well as designing. There several purposes, among others:
  - 1) As a provider of an information service that is useful for calculating the cost of products and services.
  - 2) As a service provider that can be used as a medium for management, planning and evaluation, and as a means of continuous improvement.
  - 3) As an information provider to help organizations analyze data and make decisions.
  - 4) Work and organization within the company becomes easier.

- ii. Management Information System is essential for a Company

By recognizing and implementing the development of increasingly sophisticated technological systems, it can facilitate the running of a job and can help in making decisions more effectively and efficiently. If the company implements a good information system, the business planning and development carried out becomes more effective. All parts of management will be connected to each other, and produce better information to minimize errors. To connect all parts of the company, the company must use a Management Information System or SIM.

The SIM has several main components, including:

- 1) Management and operating system, which includes the parts of management that carry out daily activities according to predetermined procedures.
- 2) Management Reporting System, contains parts whose main task is to make periodic and daily performance reports.
- 3) Search System, provides a lot of information that is usually required by the company.
- 4) Database System, has the purpose of storing all data and information related to company activities.
- 5) Data Management, to ensure that the various data stored are more accurate, up-to-date, secure, and easily available.

- iii. The Management Information System incorporates various key systems that exist in the Company.

Executive Information System is a Management Information System used in making decisions that affect the entire organization. Marketing Information Systems are used to report on the effectiveness of past and present marketing processes. Also, we can use data analysis to plan future marketing processes. Business Intelligence Systems are used to make decisions based on data that has been collected, integrated, and analyzed. This system is similar to the Executive Information System, but is used by lower-level managers and executives.

CRM or Customer Relationship Management System is a customer relationship management system. CRM collects various important information about each customer, some of which are previous sales data, contact information, and sales opportunities. CRM is often used by marketing, customer service, sales, and business development teams. SFA or Sales Force Automation System is a sales automation system that simplifies many of the sales team's tasks automatically. This includes managing contacts, tracking and creating contacts, and order management up to the transaction stage using the TPS or Transaction Processing System.

Basically, TPS becomes a point of sale or POS system. The results can be used by the team to create usage trend reports and break down sales over time.

Knowledge Management System or KMS is a system that is useful for answering questions and helping customer difficulties. Financial Accounting System or FAS is a system intended for the finance and accounting department used to solve company financial problems. Human Resource Management System or HRMS is a system used to record performance and salary data for employees. Supply Chain Management System or SCM is a system used to track the flow of resources, materials, and services from purchase to delivery of finished products.

The use of the Management Information System begins with data processing stored in a central database, where the information can be accessed and updated by anyone authorized according to its purpose.

- iv. At its essence, SIM is a system to collect various data and create reports so that it can be used by company analysts to make decisions. The basic reports of this system are divided into 3 types, namely:
- Scheduled reports, which are generated routinely using predefined rules to retrieve and process data. Scheduled reports allow a company to analyze data over time.
  - Ad-hoc reports, created only once to answer a question. If the report created is useful, it can be converted into a scheduled report.
  - Real-Time Reports, contain monitoring of changes that occur. For example, a customer service manager may notice an unexpected increase in call volume and look for ways to increase productivity or move some calls elsewhere.

The author examines the website (Alodokter.com) because in this study the author will discuss one of the e-Health systems that are currently developing. The Alodokter site is a digital health website where users can also consult with doctors via online chat. The site can also explain the type of disease complained of and direct for treatment, can access various articles on tips for starting a healthy lifestyle, as well as accurate and reliable information from doctors. In addition, users can also ask the doctor directly about any questions we have about the disease or anything we want to know about treatment. The appearance of this website is also very attractive and changes every day.

#### a. Definition of Healthcare Industry

The healthcare industry aims to improve the level of public health by preventing, diagnosing and treating diseases, injuries and other physical and mental disorders. With medical professionals ranging from general practitioners to disease-specific specialists, nurses, midwives and pharmacists serving as healthcare providers. Access to healthcare varies between countries, communities and individuals, depending on socio-economic circumstances and health policies. Accessing healthcare is influenced by various factors, including financial constraints, geographical barriers and other personal limitations.

A health system generally refers to an organization designed to meet the medical needs of a specific group of people. The World Health Organization (WHO) states that health systems can be supported through financing processes, a standardized and well-compensated workforce, reliable information to make informed decisions and policies, as well as quality medicines and well-maintained health facilities, and rapidly advancing technology. Health system efficiency is beneficial for promoting economic growth, industrial progress, and securing industrialization. Health care has long been considered a key element to improving the health and well-being of people.

Health services are usually divided into two parts, including medical services and public health services. Medical services include all services with both independent and affiliated organizations. Medical services aim to cure diseases and assist in disease prevention. The main goal of public health services is to continuously improve the health of the community and prevent diseases.

Health service providers generally include the government, local authorities, or the community itself. Health services are provided by skilled and professional health workers. Professions providing health services include doctors, pharmacists, midwives, nurses, and many more. Medical services regarding mental health can also be handled by the fields of psychology, physical therapy, and so on. Public health service activities include recording, reporting, monitoring, and evaluation.

The quality of health services can be seen from patient behavior and available medical information. Health services are considered good quality if they can provide health information that answers the Asdicamba questions: what, who, where, when, why, and how. Information related to the type of medical services provided. Information on "who" refers to who can serve and who provides the service. Easily get information about where medical services are provided. "When" information refers to the specific time spent receiving medical services. This includes 24-hour emergency services. "Why" information refers to the reasons people should seek medical services at a particular location. "How" information, on the other hand, pertains to the processes, medical systems, and treatments used in treatment.

To improve the quality of health services, we need to assess health technology. Such quality improvement efforts include aspects of promotion, prevention, diagnosis, treatment, rehabilitation, and long-term care. With the creation of health insurance programs, it is recommended for people to participate along with the rise of health insurance programs. In the health sector around the world, it is now mandatory to assess health technology. Access to health services in an area is determined by two main factors: availability and barriers.

Other things that can affect availability include health service facilities and health workers. Meanwhile, barriers are factors that can hinder the process of health services. These factors include geographical aspects such as service area size, population distribution and density, and transportation availability. Barriers also include the availability of health financing and insurance ownership by the community.

#### **b. The role of Business Intelligence for Healthcare Industry**

The development of information and communication technology (ICT) supports progress in all areas of life, including business, culture, education, art, business, and health. One of the ICT developments is Business Intelligence (BI). Business intelligence is the concepts, methods, processes, tools, and technologies that can be used to transform data into more meaningful information and support business decisions. Therefore, BI can be referred to as a Decision Support System (DSS). The most important BI tools are data warehousing, OLAP, and data mining. Health authorities are healthcare providers whose mission is to provide public health, recovery, and treatment services to individuals and groups. Hospitals and other healthcare facilities are growing rapidly in Indonesia. Given this competition, healthcare organizations need competitive advantage strategies to compete in the market. One of the strategies you can use is BI technology. BI helps hospitals improve institutional performance and business outcomes, which can also improve patient service and satisfaction.

Business intelligence helps you meet organizational needs and improve your ability to analyze enterprise problems. Business intelligence can identify, extract, and transform raw data into more meaningful information according to business needs. The purpose of business intelligence is to help people make decisions. Therefore, BI is decision support. Decision

support skills are needed to improve the productivity of medical staff, analyze patient services, manage profits and costs, and maintain service quality (Dutta, 2000).

The future prospects of BI in Indonesia are very good. Given the high level of competition in the medical industry. Therefore, a competitive advantage strategy is needed to win the competition in the market. Information technology is one of the competitive advantages for companies. Currently, Indonesia already has many health facilities such as hospitals and health centers that utilize information technology. However, its use is limited to operational needs such as patient management and medical documentation processing as well as billing-related matters such as drug administration and wage calculation. Examples of health authority information systems include hospital information systems, SIKDA, and SIMPUS.

In general, the main function of BI is to provide continuous information in the form of reports or dashboards. Examples include information about diseases, drug coverage, and finances. In addition, BI supports decision-making to achieve specific goals. BI allows business owners to carefully set strategic guidelines.

The advantages that BI offers for healthcare agencies include (Hildreth, 2009) (Mantfled, 2006) (Mettler, 2008):

1. Improve patient satisfaction and service quality. High service quality will generate trust and loyalty among patients, thus fostering healthy relationships.
2. Save wasteful expenditures. BI provides reports that are used to estimate business expenses such as the purchase of medical supplies.
3. BI increases sales. Revenue is generated from patient payments, and the institution benefits from savings on out-of-pocket costs.
4. Helps to facilitate insurance claims. Insurance companies pay claims to hospitals based on patient clinical information. BI helps provide all the necessary data for billing purposes.
5. Minimize operational costs and maximize efficiency. This includes providing patients with prompt and need-based care.
6. Assists in the prevention and detection of fraudulent activities. BI provides information on irresponsible patients, such as being discharged without paying for treatment.
7. Supporting decisions regarding disease management, prevention, and treatment. BI can be used by health authorities, especially in the field of public health, to predict and prevent outbreaks and diseases by examining disease patterns. The data analyzed is obtained from all sources of hospital or puskesmas databases integrated in the DINKES system.

## UTILIZATION OF MANAGEMENT INFORMATION SYSTEM

### a. Alodokter application

Alodokter is one of the companies in the field of online health consulting in the form of a website and is available in the application. The application itself was founded in 2014, which initially only provided a variety of services including health information, telephone consultations, and health protection. But in 2019, Alodokter began launching the Alomedia platform for doctors. Digital health services that can be accessed at Alodokter include online chat for consultation, scheduling appointments with doctors, prescribing drugs from experts, collecting information and various health articles, and health protection.

In May 2020, Alodokter began to contribute in supporting the Ministry of Health of the Republic of Indonesia to provide a medical service program in the form of free personal medical consultations by telephone for COVID-19 patients who are self-isolating. In August 2021, Alodokter also began working with the Indonesian police to support the government's free COVID-19 vaccination movement program. The service was piloted in DKI Jakarta on July 7, 2021, then expanded to Bogor, Depok, Tangerang, and Bekasi starting from July 14, 2021. The free telemedicine service provided begins with sample collection and laboratory

testing and ends with the provision of medicine. The Ministry of Health itself even plans to gradually expand COVID-19 telemedicine services to cover provincial capitals throughout Indonesia.

On August 2021, Alodokter's online consultation service with a personal doctor has been used by 30,000 COVID-19 patients, with 1,000 new patients registered every day. In addition to these services, Alodokter also offers paid services, such as 24-hour consultations with expert doctors and scheduling COVID-19 tests through the application. Alodokter is also working with the Indonesian police and supporting the government's free COVID-19 vaccination program. The independent vaccination program was held from August 1 to 17 in 2021 in 900 RW DKI Jakarta. Alodokter also regularly holds vaccination training programs for medical personnel through Alomedika, through the Alomedia platform.

#### **b. Alodokter's role for the community**

Currently, the business world is increasingly faced with advances in technology and information systems. Globalization demands fast and easy access to all information. The competitiveness of a company in the market determines its existence. Therefore, it is not only necessary to take advantage of existing strengths and opportunities, but also to develop strategies to close shortcomings and overcome obstacles in the commercial field. This can be achieved by empowering executives to make decisions based on quality information obtained through enterprise data processing and the use of technology. Improved service standards are driven by the use of information and communication technologies (ICT) to transform aspects of customer service interactions. In addition, ICT continues to change the way consumers and businesses experience services. Self-service technology is an interface technology that allows customers to access services without relying on direct support from employees.

Self-service technology has replaced direct contact with service providers, allowing shoppers to utilize services without having to deal with employees. The application of self-service technology that allows customers to provide services reduces labor costs and improves the operational efficiency of the company's non-productive activities. Self-service technology provides convenience and independence to customers and reduces waiting time.

Currently, we can receive health information services through one of our e-health systems, alodokter.com. This ready-to-use digital application was developed by Alodokter in collaboration with the Indonesian Ministry of Health. The integration of digital health into the telemedicine system in Indonesia has enabled the assessment and monitoring of healthcare challenges in rural areas and surrounding areas. This technology has been adopted by many countries around the world, including India, and is used to connect all hospitals, even those located in rural areas. Despite the challenges that people generally face, support for digital health is still there in Indonesia. The need for telemedicine is expected to be very high due to gaps in the distribution of health workers, gaps in the distribution of healthcare facilities, and limited geographical patterns that vary between regions. Social issues as a foundation for digital health application development.

Suci Arumsari founded Alodokter in 2014. The goal of this telemedicine company is to provide accurate health information to the people of Indonesia. In Indonesia, Alodokter has a user base of more than 80,000 and more than 30 million active users every month, making it the most popular digital healthcare platform. Since its launch in 2014, Alodokter has become a source of health information that can be accessed by everyone anytime and anywhere. The Alodokter website presents health information in easy-to-understand Indonesian, with all medical details reviewed by a team of highly qualified doctors.

As the fastest growing and most comprehensive healthcare platform in Southeast Asia, Alodokter offers a range of key features to help Indonesians make the best health decisions for

themselves and their families. Some of them are the chat feature with a doctor to consult, make an appointment with a doctor or choose a hospital of choice, provide complete health articles, and make it easy to shop for health needs for its users.

Alodokter features can be accessed anytime and anywhere in Indonesia via web or mobile app so that it can be accessed by all Indonesian users. Now people have the convenience of finding the most complete health information, as well as the services of experienced general practitioners and specialists throughout Indonesia. Alodokter helps Indonesians make the best decisions for the health of themselves and their loved ones.

Alodokter aims to provide health information in easy-to-understand language to the Indonesian people, based on data from the official portal page [www.alodokter.com](http://www.alodokter.com). On Alodokter, health topics are covered, including diseases, medicines, social services, and family issues. The content of "alodokter.com" is based solely on scientific research and carefully edited by doctors. Alodokter also provides an online platform for Q&A from Indonesian doctors. Data on the "About Us" menu on the website [www.alodokter.com](http://www.alodokter.com) states: "Our goal is to provide reliable, high-quality health information to patients in Indonesia to help them make better decisions about their health". With millions of visitors every month, alodokter.com has become the fastest growing online healthcare publisher in Southeast Asia. In addition, the Alodokter site is supported by a team of doctors from various scientific fields to ensure that all content on Alodokter has the highest medical quality.

Alodokter remains firm in its commitment to provide the best medical services to the people of Indonesia. In all the innovations and services offered, always focus on the benefits and benefits for all users. "For this reason, Alodokter has developed various capabilities that can meet the needs of the Indonesian people in terms of upstream to downstream health solutions, from consulting with doctors, health protection to purchasing medicines and health products that can be relied on during this pandemic," said Susi Almusari, Founder and Director of Alodokter, in a press release, Thursday (2/9).

To keep up with the latest developments, Alodokter prioritizes user convenience. As a digital or telemedicine-based health service platform, Alodokter always strives to strengthen its ecosystem supported by the latest innovations in the fields of information technology and artificial intelligence (AI) that meet global standards. Likewise with the online-to-offline concept that integrates Alodokter's capabilities with the specific service needs of the community. Patients can use the application's chat feature to contact general practitioners and specialists directly. If medical treatment is required, patients may be asked to meet with a doctor for an in-person consultation at a hospital or undergo tests by a healthcare professional.

### c. Features of Alodokter

Features are special characteristics of devices such as televisions and cell phones. Features can include unique hardware or software features, functions, and design elements of computing devices. Superior features can be a competitive advantage in differentiating products from competitors.

The impressive features of the Alodokter application, including direct communication with doctors and specialty stores for medicines, vitamins, and health products, have made Century seek cooperation. The available features are described below:

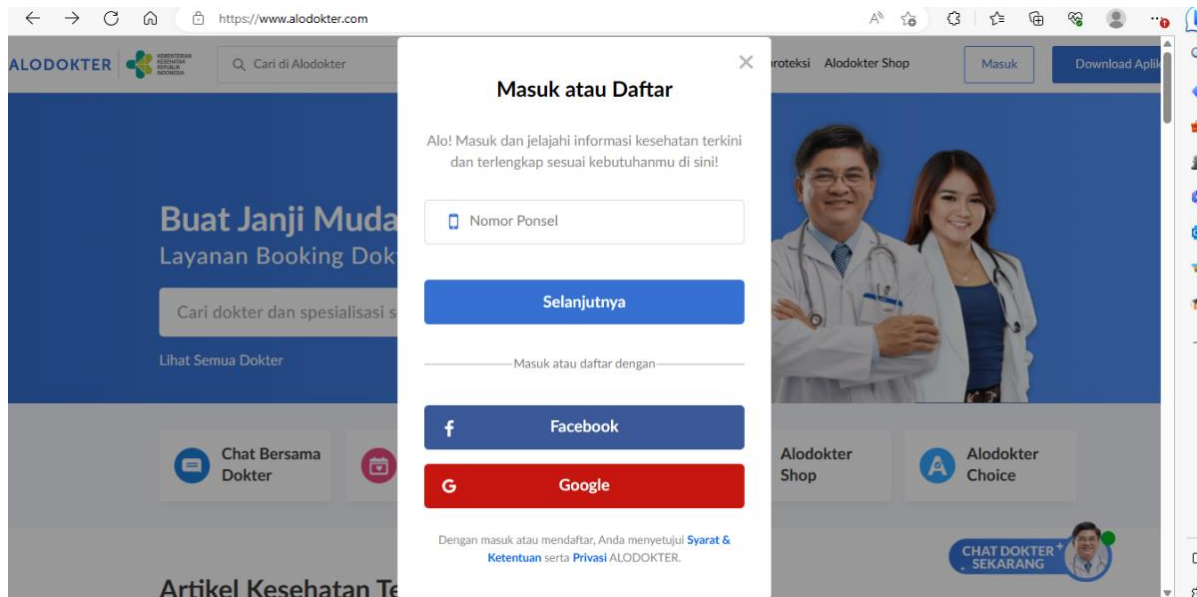
#### 1) Main Page



Artikel Kesehatan Terkini untuk Anda  
**Figure 1. Main View of "Alodokter.com"**

When we open the website "Alodokter.com" the main display is as shown in Figure 1. Apart from the website, Alodokter is also available in a mobile app that is easily accessible via computer and smartphone devices by all Indonesian people, anytime, and anywhere. On the main display, users are immediately notified of several available features, such as the "Chat with a Doctor" feature is a feature for consulting with a doctor who is connected so that the patient can consult and get health information from the doctor he chooses in this feature, in this feature users can choose a doctor according to what the user needs. Then there is the "Find Doctor" feature is a feature when users want to find a doctor that suits their needs, users can also see the names of doctors and also the doctor's own education list, users can also see the prices that will be paid when they want to consult with the doctor. The "Aloproteksi" feature is a new feature that has been created, which is a health insurance provided by Alodokter, as if subscribing to this application and users also have to pay for the insurance every month. The "Alodokter Shop" feature is a pharmacy or a place to purchase medicines needed by patients by purchasing online, there are many kinds of drugs that can be purchased in this alosop feature. And then the "Alodokter Choice" feature is one of the media to announce Alodokter's selected products, where the product has gone through a rigorous verification process, to ensure credibility, quality, and claims submitted are truly proven medical, in order to gain public trust. In accordance with its vision and mission, the purpose of creating some of these features is to facilitate access to public health. Because Alodokter only focuses on the needs of the community by utilizing an Information System that can be accessed by anyone and anywhere.

## 2) Register account page

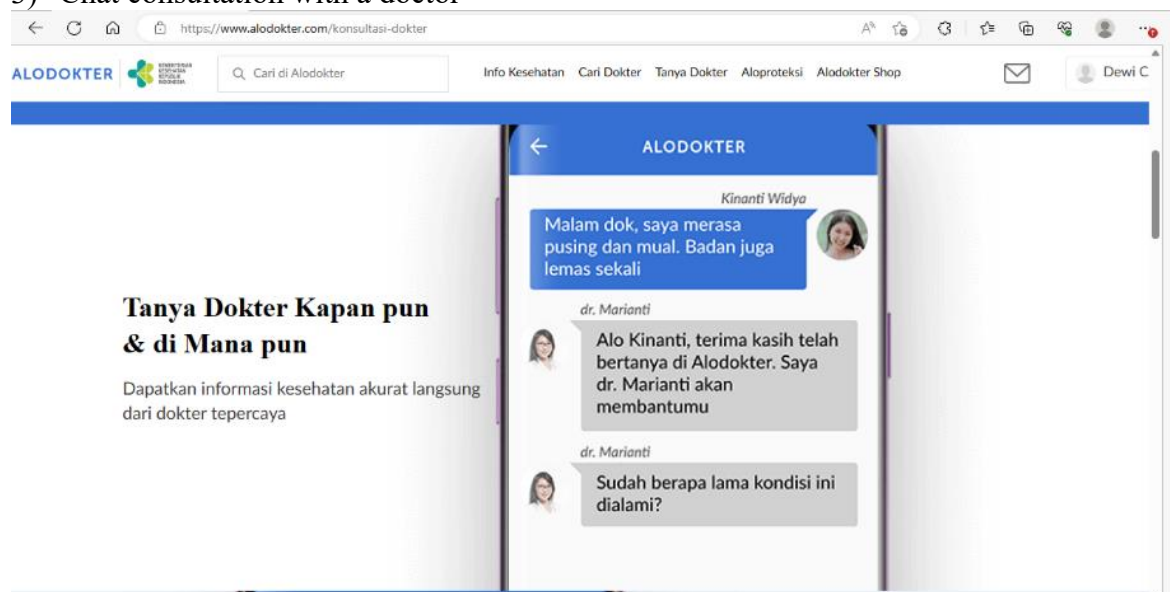


**Figure 2. Login Account Main View**

The image above is the main page to register an account to be able to access some of the features available on the site. Every Web Application must have a Login page. Users must first enter their account Username and Password data through the Login page so that it can be verified by the system. If the verification is successful, the User can access the Web Application according to their roles and responsibilities.

On this display we can register via telephone number, Facebook account, or use a Google account or E-mail. It is intended that Alodokter can provide Health information to users who have registered their accounts with Alodokter further. The information provided can be in the form of Health articles or some of the latest information related to Health. If the user previously had an Alodokter account then the user can simply log in via Email, Facebook or Google account, then the user will immediately be able to access other available features. However, if the user has never registered an account, the user will be asked to confirm the code through the account that will be registered on this Alodokter, then the user will be able to access other available features.

### 3) Chat consultation with a doctor



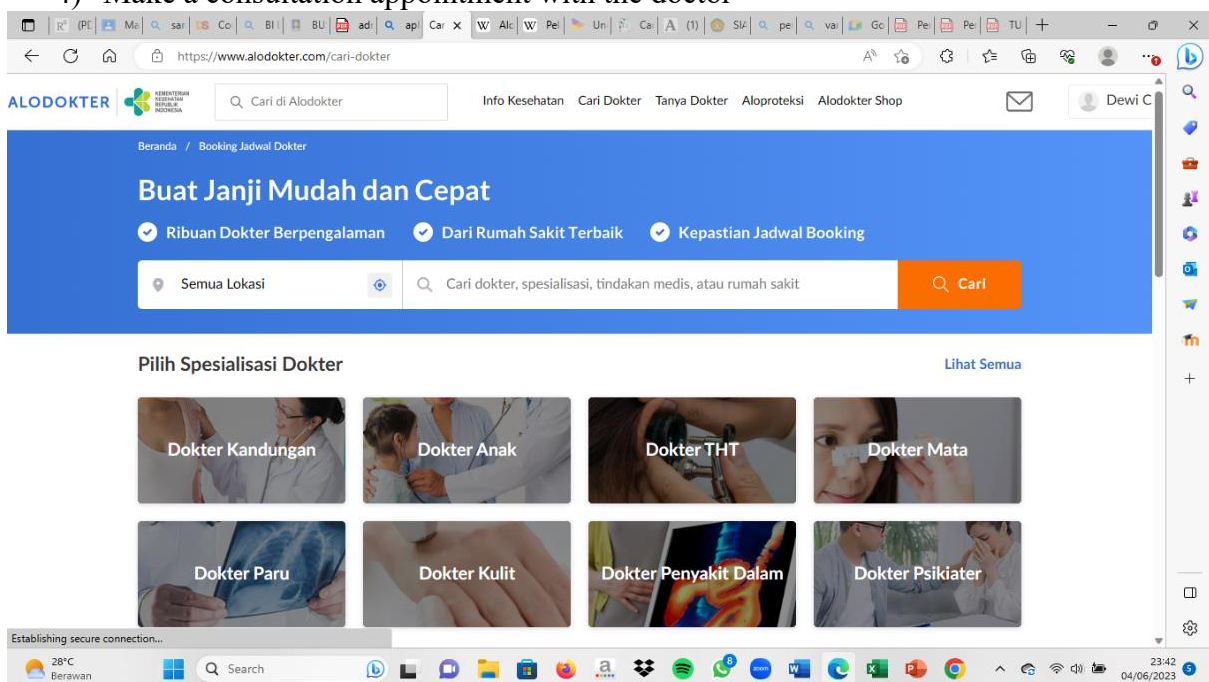
### Figure 3. Chat with Doctor Feature

In Figure 3 on the side describes one of the features that is a mainstay in the Alodokter Application, namely the online consultation feature via chat with doctors according to the desired specialist from general practitioners to specialist psychologists. Users of the application will get consultation services via chat after paying online according to the specified price. Patients who want to consult do not need to bother coming to the hospital, patients can use this feature to get consultation services. However, this feature can only provide the necessary treatment or consultation directions, if the patient needs further treatment then the patient should still go to the nearest hospital to get the appropriate service.

Health consultation services through the alodokter application are limited to minor and common diseases that are not critical or emergency treatments, the public can consult about diseases, symptoms, prevention, family, and welfare then the doctor will try his best to provide advice that is easily understood by the patient.

The chat feature with doctors also displays the names of doctors along with their personal bios to the education that the doctor has taken. Because this is important to ascertain whether the doctor is indeed worthy of providing consultation services or not. Because public trust in the quality of this application is very important.

#### 4) Make a consultation appointment with the doctor



### Figure 4. Make a Consultation Appointment

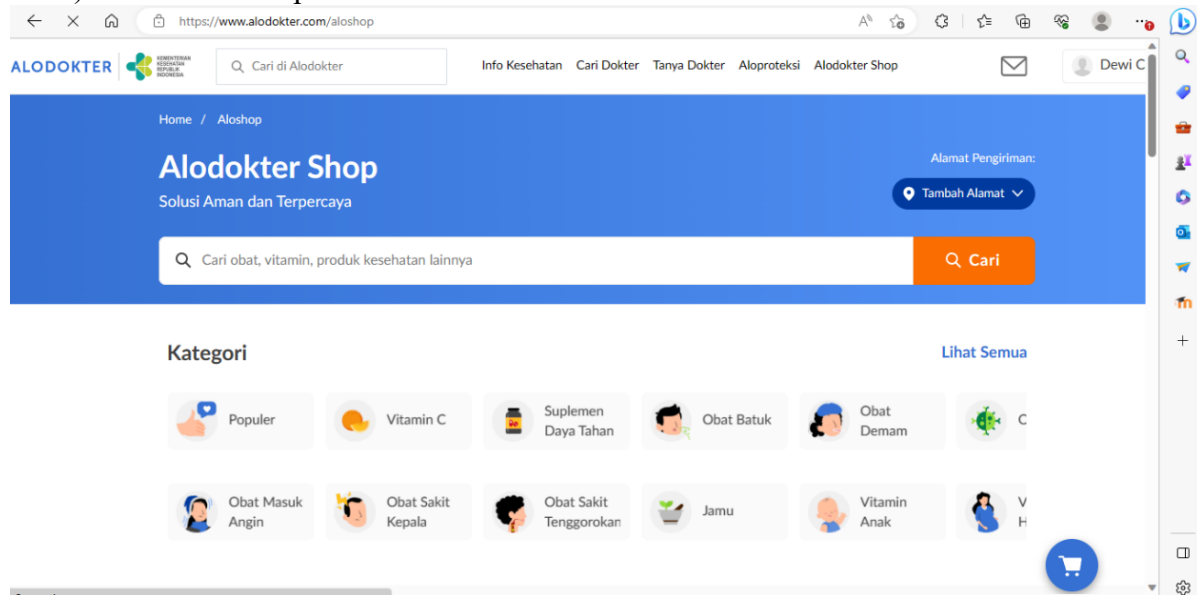
If the patient needs further treatment, Alodokter also provides a Consultation Appointment feature. This feature is a feature where patients can register for a hospital queue or make a consultation appointment with the doctor we choose according to the patient's needs. Figure 4 shows the page for making a consultation appointment. Patients can search for doctors, specialists, or lab tests as needed. Patients can also choose which hospital they want to visit.

The user only needs to find a doctor with the required medical field, then determine which hospital he will go to. After agreeing the user will be directed to the next session, then the user will get an E-mail containing a consultation appointment letter at the specified hospital. Of course, this feature also helps the community to facilitate access to health without having to queue long at the hospital directly. Patients only need to schedule a consultation appointment

with the doctor they want to see through Alodokter and then pay online like other feature transactions. Then later the user will get an E-mail regarding the hospital consultation appointment letter that he will go to according to the predetermined schedule.

In addition, this feature also shows prices that have been adjusted by the expertise of the doctor you want to see. This way, patients don't have to worry about the price when they want to do treatment or consultation at the hospital.

### 5) Alodokter Shop



**Figure 5. Alodokter Shop**

In Figure 5 above shows the Alodokter Shop page. Alodokter Shop is a platform that provides various medicines and various other health products, from the needs of mothers to children. This feature is very useful for purchasing complete medicines, these purchases are made online transactions. In this feature there are various kinds of drugs ranging from vitamins, supplements, to drugs recommended by doctors during consultation.

In addition to Alodokter Shop, the Alodokter application also provides convenience and other benefits for members through Alodokter Protection. A feature or what is more like an insurance program helps members when they have to undergo treatment while in the hospital. This program provides protection of up to Rp 1 million / day during treatment. Even though the member has received cover from insurance or BPJS. Alodokter protection is like an insurance, but members of Alodokter are only charged around IDR 95 thousand / month. The sophistication and convenience offered by Alodokter through its application is no wonder that it is currently the largest health platform as well as the largest digital hospital in Indonesia today.

The following is an explanation of the categories of drugs available in the Alodokter application:

## a) Popular Category

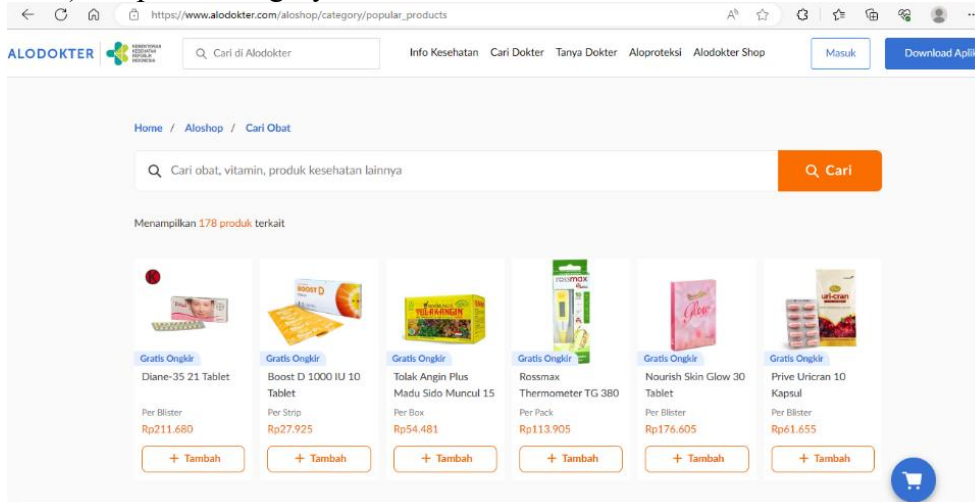


Figure 5a. Popular Category

Popular categories are drugs that are most often searched for by other users, most purchased, and have various promos to attract users to buy these products. Promos are usually held by organizing free shipping to various regions for some products.

Product recommendations that are much sought after and in demand will appear on the first page when we access the popular category in the Alodokter Shop feature. Not only medicines are provided by this Alodokter Shop, but there are also many types of vitamins to other skincare products.

## b) Vitamins Category

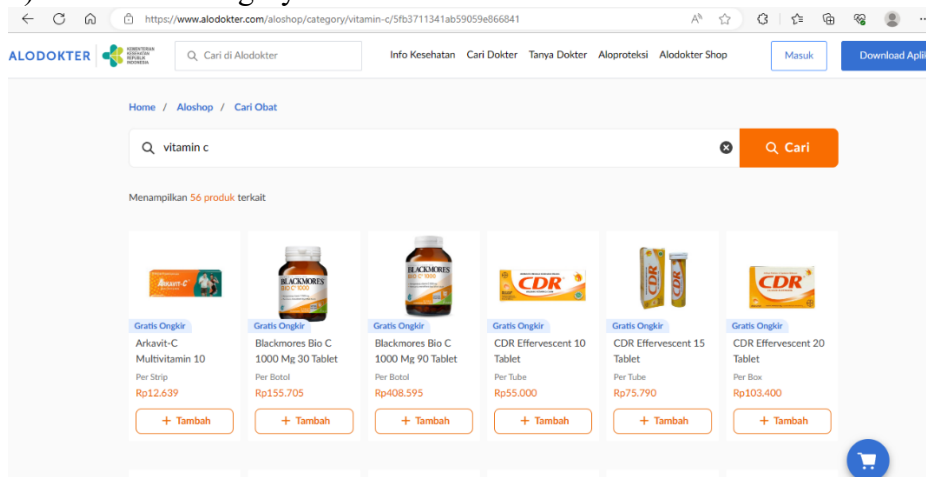
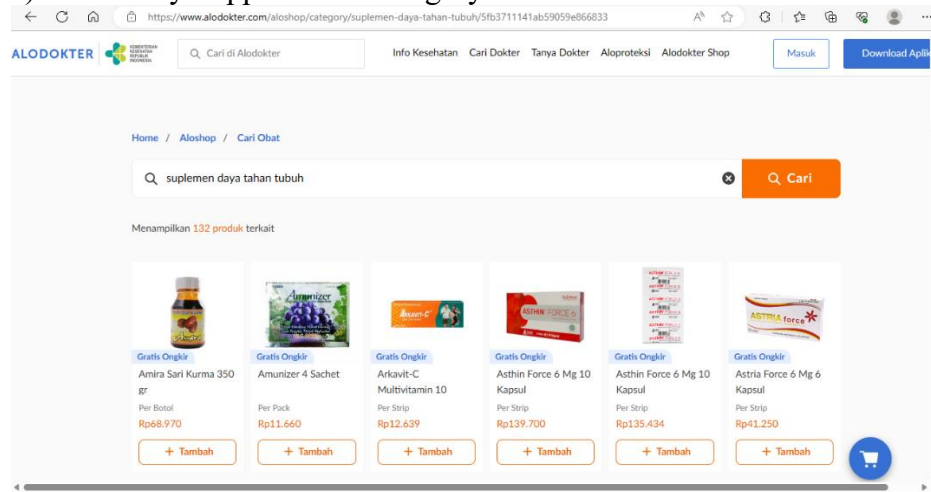


Figure 5b. Vitamins Category

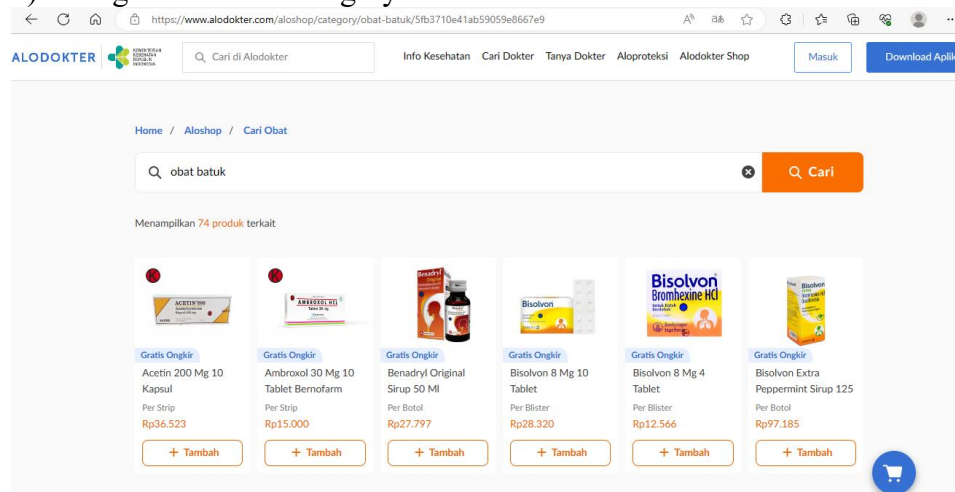
In this category, when users open it, there will be many recommendations for various vitamins according to their needs. Already listed are also various brands of vitamins and also the benefits of these vitamins. This category will only show a variety of vitamins, from vitamins A, C, D, E, K, to B (thiamine, riboflavin, niacin, pantothenic acid, biotin, vitamin B6, vitamin B12, and folate).

## c) Immunity Supplements Category

**Figure 5c. Immunity Supplements Category**

In this category, the AlodokterShop feature will provide various recommendations for supplements that are useful for increasing body resistance data. The recommended supplements can be of many types ranging from date juice, vitamin drinks or can also be in capsule form with various prices according to needs.

## d) Cough Medicine Category

**Figure 5d. Cough Medicine Category**

In this category, the AlodokterShop feature will display many kinds of cough medicines with various brands and prices that vary from the cheapest to some drugs that have high prices. There is also information on the use of drug doses and other medical conditions.

## e) Fever Medicine Category

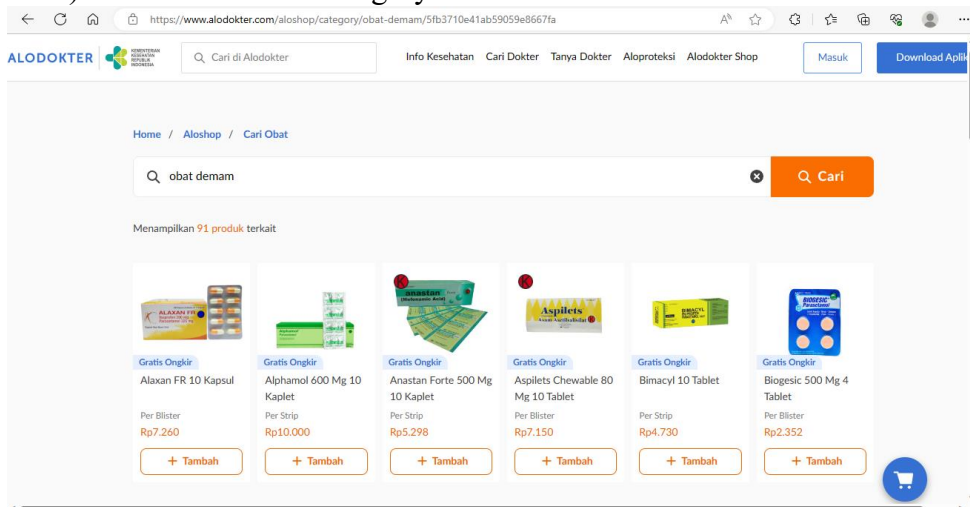


Figure 5e. Fever Medicine Category

On this category page, there will be many kinds of special medicines to treat fever from children to adults with different prices and brands. There is also a description of these drugs including the dosage of use and other conditions. In addition, the price of the medicine has also been listed.

## f) Cold Medicine Category

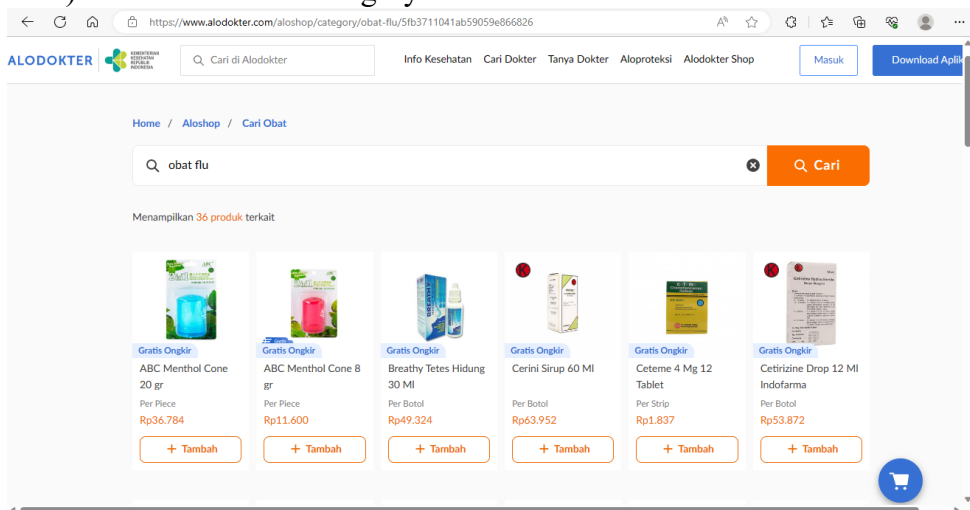
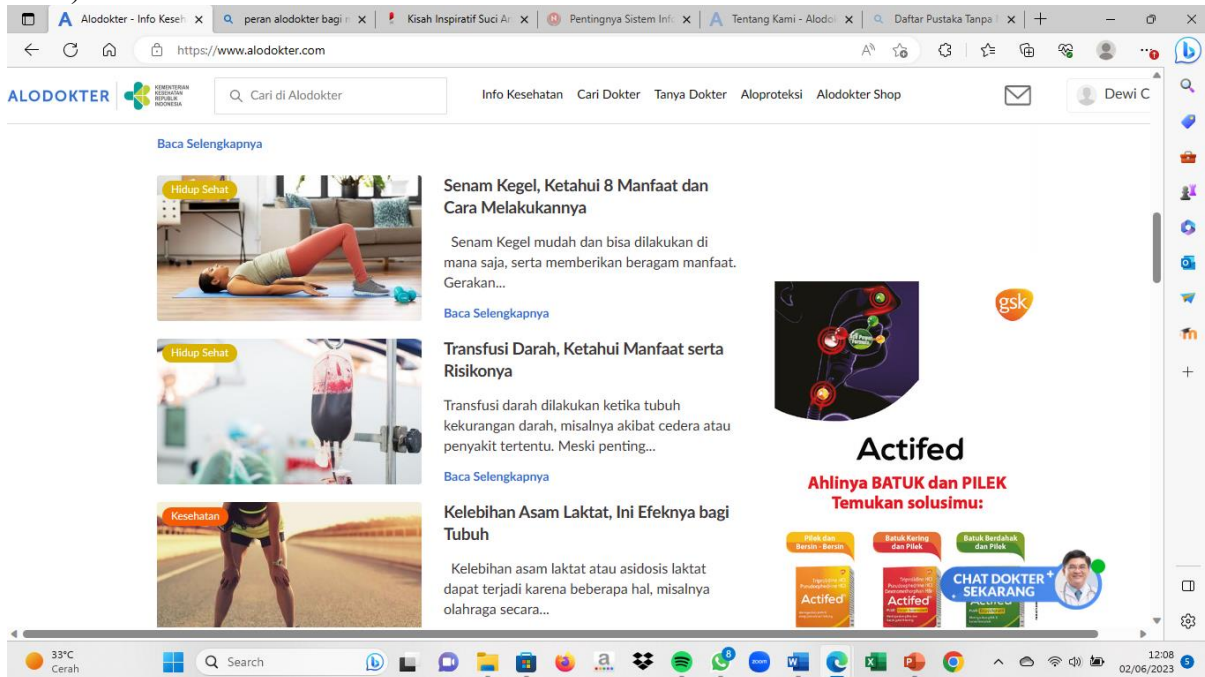


Figure 5f. Cold Medicine Category

In this category, there will be many kinds of cold medicines from syrups to tablets with varying prices. There is also a description of the dosage of the drug according to the doctor's recommendation.

Likewise with drug search categories according to the needs of consumers or patients. From vitamins to medicines and facial care products have been classified according to the available categories. This can make it easier for consumers to find details of the drugs to be purchased through this Application.

## 6) Health Articles and Info on Alodokter



**Figure 6. Health Articles and Info**

The last feature in this Alodokter application is health articles. Users can read health articles in the Alodokter application which are certainly written from trusted and credible sources. Health articles in this Alodokter application are in the form of tips and symptoms of diseases and there are many others. This article can be accessed anytime and anywhere, users can also search for some health and beauty information via the search button available or users can read the articles that are available to users on the main page of this Health article platform.

In Figure 6 above, the display shows a page where articles and information about health can be accessed for free. On the main page there are several articles that are already available to read, besides that we can also search for article titles or discussions that we want to read in the search field for free.

This page explains various information about various diseases and lists of drugs and medical terms that we need to know. Users can easily find disease and drug information directly from professionals.

### d. Benefits of the Alodokter Application

The Alodokter application can provide benefits to its users as follows:

- 1) Easy download from Playstore.
- 2) Can easily consult with doctors for free using the application.
- 3) Conversations with doctors can be maintained indefinitely without losing notes from doctors.
- 4) As a reference in finding various health information.
- 5) Economical because there are no transportation costs and others.
- 6) The information on this website is written and verified by doctors, so users can trust it. There is no reason to doubt it. The doctor's explanations are also very thorough.
- 7) The information is voluminous almost like an encyclopedia. This is because there is fierce competition among healthcare startups for Google recommendations.

### e. Limitations and constraints of the Alodokter Application

Apart from having various benefits for users, Alodokter also has several limitations for its users:

- 1) Downloads require a smartphone and quota. Because it is used to access the application. The Alodokter website also requires a quota network to connect to the server.
- 2) Doctors cannot directly diagnose our disease because they only use chat applications. If the patient comes directly to the hospital, the doctor will examine the patient personally and conduct a medical examination. With the Alodokter application, patients are given treatment instructions based on their complaints via chat, not examined directly by a doctor.
- 3) If we want to know more about health, we must often access the internet.
- 4) Not knowing what medicine to take because patients only receive consultation via chat and not directly.
- 5) The language is difficult to understand. Although the articles are aimed at a general audience, the doctor writers still have to deal with complicated medical terminology

### Conclusion

Technological advancements have brought advancements in other aspects of human life, including medicine. Access to healthcare a few years ago saw people spending a lot of time and effort without being able to achieve the best results. Along with technological advancements, there are several innovations that make access to healthcare easier. This is what is called health technology, often abbreviated as health tech.

As a digital health system, Alodokter is now gaining a lot of public trust in finding information from trusted sources. Because this system has helped many people with different Alodokter features. As a digital health service with the most users every year, Alodokter offers 5 main features that help Indonesians improve health for themselves and their families, the features are chat with a doctor, make a consultation appointment with a doctor and / or find a hospital of choice, the most complete health articles in Indonesian, additional health protection with Alodokter Protection, and the convenience of shopping for health needs. Alodokter also has an Alomedika platform specifically created for doctors to support the continuous circulation of medical information for fellow medical personnel, so that it is expected to improve the quality of health services in Indonesia.

The author concludes that health information systems are indeed needed by the community to provide more efficient access to health services. With the creation of the Alodokter information system, people no longer need to wait long in hospital queues and can consult with doctors online anytime and anywhere. Therefore, this seems to be more practical than receiving advice directly at the hospital, although this will take much longer. The use of digital health apps can facilitate early diagnosis and provision of first aid within the app. Health app functionality supports users who want to schedule doctor appointments by contacting doctor and hospital information and using mobile health apps that connect to hospitals and other public health service locations and convenience. In addition, people can obtain health information and knowledge through the articles, ranging from information on healthy lifestyles to treatments for various diseases.

### Suggestion

Technology is advancing at a rapid pace. Every aspect of our lives intersects with it all the time and data has been digitized. Various software platforms have also been developed to facilitate people's activities. It has become a necessity for individuals to keep track of their progress. Otherwise, you will miss out on a lot of information and feel like you are living in a

different world. Unfortunately, its rapid development is not matched by the human ability to utilize it. There are still people who cannot keep up with this rapid development and are said to be technologically illiterate. Moreover, the level of technology use by Indonesians is relatively high. The world of technology in Indonesia is increasingly diverse as the science is taught in schools to the younger generation. However, some people are still considered ignorant. However, this requires us to react more intelligently to developments. It is important to know how to use it properly. This is often referred to as technical competence. Technological literacy can also be defined as awareness of the advantages and disadvantages arising from the use of technology.

Although the results of research on the social role of the Alodokter application show that in the current era of globalization, there is a great need for research in the health sector to facilitate access to various things, especially health, it is still necessary to be wise in its use. People need to understand this information system and use it wisely. The Alodokter application is expected to continue to maintain and further improve its superior performance in providing online user consultation through the services offered. The Alodokter application is expected to be accepted by the community and continues to innovate to increase the number of active users.

## BIBLIOGRAPHY

- Amalia, H. A. (2021). *3 Strategi Alodokter menjadi solusi kesehatan untuk masyarakat*. <https://www.beritasatu.com/news/822573/3-strategi-alodokter-menjadi-solusi-kesehatan-untuk-masyarakat>
- Anestia, C. (2021). *Alodokter Perkenalkan Layanan Apotek Online "Aloshop."* <https://dailysocial.id/post/alodokter-perkenalkan-apotek-online-aloshop>
- EnPress. (2024). *Journal of Infrastructure, Policy and Development*. <https://systems.enpress-publisher.com/index.php/jipd>
- Faeni, D. P., Faeni, R. P., Riyadh, H. A., & Yuliansyah. (2022). The COVID-19 pandemic impact on the global tourism industry SMEs: a human capital development perspective. *Review of International Business and Strategy*, 33(2), 317–327. <https://doi.org/https://doi.org/10.1108/RIBS-08-2021-0116>
- Feradhita. (2023). *Sistem Informasi Manajemen: Pengertian, Fungsi dan Contoh*. <https://www.logique.co.id/blog/2023/10/25/sistem-informasi-manajemen/>
- Hernawan, & Ferdiansyah, A. (2022). *Analisis Technology Acceptance Model terhadap User pada Aplikasi Alodokter*.
- Highligh Media. (2019). *Alodokter, platform dukungan kesehatan inovatif*. [https://highlight.id/situs-aplikasi-alodokter-alomedika-platform-dukungan-kesehatan-fitur-layanan-teknologi-jasa-booking-dokter/#google\\_vignette](https://highlight.id/situs-aplikasi-alodokter-alomedika-platform-dukungan-kesehatan-fitur-layanan-teknologi-jasa-booking-dokter/#google_vignette)
- Nagitec. (2020). *Pentingnya sistem informasi manajemen bagi perusahaan*. <https://nagitec.com/pentingnya-sistem-informasi-manajemen-bagi-perusahaan/>
- Pratiwi, F. (2020). *Sistem informasi manajemen: Definisi, fungsi dan tujuan*.
- Wikipedia. (2024). *Pelayanan Kesehatan*. [https://id.wikipedia.org/wiki/Pelayanan\\_kesehatan](https://id.wikipedia.org/wiki/Pelayanan_kesehatan)