



Utilization of Kuda Lumping Culture in Reducing Cancer Stigma in Society

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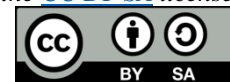
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ABSTRACT

Stigma towards cancer is still a significant problem in many communities, including in Indonesia, so it often hampers efforts for early detection, treatment and social support for cancer sufferers. This research aims to explore the use of local culture, especially the Kuda Lumping art, in reducing the stigma of cancer in society. Kuda Lumping was chosen because it is a popular traditional performing art and has a strong appeal among the community. This research method uses a qualitative approach with a case study design. Data was collected through in-depth interviews, participant observation, and surveys of 7 respondents involved in the Kuda Lumping-based education program in Pangkalan Benteng Village. This program involves the Kuda Lumping performance which includes educational messages about cancer, the importance of early detection, and social support for cancer sufferers. The research results show that the integration of health messages in the Kuda Lumping show can effectively reduce the stigma of cancer. Most respondents reported an increase in understanding about cancer and a decrease in negative attitudes towards cancer sufferers after watching the show. In addition, the use of symbols and narratives that are familiar to the local community makes the message easier to receive and understand. Education through Kuda Lumping also increases community involvement in efforts to prevent and early detect cancer. This research concludes that local cultural approaches such as Kuda Lumping have great potential in overcoming the stigma of cancer. Traditional art performances combined with health messages can reach various levels of society effectively and convey important information in an interesting and relatable way. Governments and health organizations are encouraged to consider using local arts in public health education programs. This step will not only help reduce stigma but also strengthen community involvement in cancer prevention and treatment efforts

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1. INTRODUCTION

Cancer is a deadly disease that often causes fear and stigma in society [1]. In Indonesia, the stigma of cancer not only impacts sufferers psychologically, but also hinders prevention, early detection and treatment efforts [2]. Many cancer sufferers feel isolated and are reluctant to open up or seek treatment due to the negative views around them.

This stigma can be exacerbated by the public's lack of understanding about cancer, its risk factors, and the importance of early detection and appropriate treatment [3]. Efforts to reduce stigma and increase public awareness about cancer are necessary to fight this disease more effectively [4].

One approach that can be used is through the use of local culture. Culture has an important role in shaping people's views and behavior. In Central Java and East Java, Kuda Lumping is a form of traditional performing art that

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is very popular and has deep symbolic meaning. Kuda Lumping is not only seen as entertainment, but also as a symbol of strength, resilience and community spirit.

Through the Kuda Lumping show, health messages can be conveyed more effectively and are well received by the public. It is hoped that this cultural approach can reduce the stigma of cancer, increase public understanding of the importance of early detection, and encourage cancer sufferers to be more open in seeking treatment and social support.

Thus, this research aims to explore how Kuda Lumping can be used as an educational medium and health campaign to reduce the stigma of cancer in society. This research will also examine the effectiveness of a cultural approach in increasing public awareness and understanding about cancer, as well as provide recommendations for implementing similar programs in various regions.

2. RESEARCH METHOD

This research uses qualitative methods with a case study approach to explore how Kuda Lumping culture can be used to reduce the stigma of cancer in society. The research location was chosen in the Pangkalan Benteng Village area, where Kuda Lumping is an integral part of local culture. Data collection was carried out through in-depth interviews with various participant groups, including Kuda Lumping artists, local communities, health workers and cancer sufferers. The aim of this activity is to gain an in-depth understanding of their views regarding cancer and the associated stigma, as well as the potential of Kuda Lumping as a health education medium. A process through semi-structured interviews was used to allow flexibility and depth of exploration of issues. In participatory observation, researchers will be directly involved in Kuda Lumping activities to observe social interactions and community responses to health messages inserted in the performance. Researchers observed group dynamics and community acceptance of the health campaign carried out through the Kuda Lumping show. Observations were made during the performance as well as in pre- and post-performance activities to see further impacts and interactions. Analysis of documents related to previous health campaigns, including educational materials, results of public health surveys, and reports on Kuda Lumping activities. The aim is to evaluate the effectiveness of the methods that have been used and find ways to integrate health messages in the Kuda Lumping show more effectively.

In the data analysis process, all data from interviews and observations will be coded to identify the main themes and categories that emerge related to cancer stigma and the use of Kuda Lumping as an educational medium. Next, use triangulation techniques to ensure the validity of the data, by comparing the results of interviews, observations and document analysis. Thematic analysis was used to identify patterns and relationships between emerging themes, as well as to dig deeper into how Kuda Lumping culture can contribute to reducing cancer stigma. Member checking involves inviting participants to recheck the results of interviews and observations to ensure the accuracy and suitability of the researcher's interpretation. Peer debriefing discusses with fellow researchers to obtain input and other perspectives that can enrich the analysis and interpretation of data. This research has received approval from Palembang Health Polytechnic Health Research Ethics Committee.

3. RESULTS AND DISCUSSION

3.1. Result

The results of this research indicate that the use of Kuda Lumping culture can be an effective tool in reducing the stigma of cancer in society. Here are the main findings from this study:

3.1.1. Public Acceptance of Kuda Lumping as an Educational Media

The people involved in the Kuda Lumping show showed positive acceptance of the health messages inserted. This show succeeded in attracting the attention of various age groups, from children to adults, so that health messages could be spread widely.

3.1.2. Increasing Awareness and Knowledge about Cancer

Education through Kuda Lumping has succeeded in increasing public awareness and knowledge about cancer, especially regarding the importance of early detection and treatment. Most respondents reported that they had learned new information about cancer that they did not previously know. Interviews with the public showed increased understanding of early cancer symptoms and preventive measures, such as the importance of regular health checks.

3.1.3. Reducing Stigma for Cancer Patients

Stigma towards cancer sufferers in the areas involved in this study showed a significant reduction. The public became more empathetic and supportive of cancer sufferers after participating in the Kuda Lumping show which



contained educational messages. Respondents stated that the show helped them see cancer as a treatable disease and not something to be afraid of or hidden from.

3.1.4. Collaboration between Artists and Health Workers

This research found that collaboration between Kuda Lumping artists and health workers is very important in conveying accurate and effective health messages. Health workers provide correct medical information, while artists convey this information in a way that is interesting and easy for the public to understand. The involvement of health workers in the show also provides an opportunity for the public to directly ask questions and get adequate answers about cancer.

3.1.5. Effectiveness of Information Dissemination through Traditional Media

This research confirms that the use of traditional media such as Kuda Lumping is very effective in reaching rural communities who may not have access to modern media or conventional health campaigns. Kuda Lumping performances held in villages succeeded in gathering many spectators, showing that this cultural approach has a strong appeal and is able to convey health messages widely.

3.1.6. Long Term Impact

Long-term research shows that areas that regularly hold Kuda Lumping shows with health messages experience an increase in the number of routine health checks, such as pap smears and HPV tests. This shows that continuous education through cultural media can have a long-lasting positive impact.

3.1.7. Recommendations for Wider Implementation

Based on the results of this research, it is recommended that health education programs through cultural media such as Kuda Lumping be expanded to other areas. Governments and non-governmental organizations need to support this initiative by providing resources and training for arts practitioners and health workers. Overall, this research confirms that the use of local culture, especially Kuda Lumping, can be an effective strategy in reducing the stigma of cancer and increasing public awareness and knowledge about the importance of early detection and treatment of cancer.

3.2. Discussion

This research shows that the use of Kuda Lumping culture can be an effective strategy in reducing the stigma of cancer in society. The results of this research discuss three main aspects: the role of Kuda Lumping culture in conveying health messages, changes in people's perceptions of cancer after watching the show, and culture-based communication strategies that can be implemented more widely.

3.2.1. The Role of Kuda Lumping Culture in Conveying Health Messages

Kuda Lumping, as an integral part of the culture known in Pangkalan Benteng Village, has a strong emotional and social appeal among the community. The Kuda Lumping show is not only entertaining, but also contains moral and social values that can be adapted to convey health messages. In this research, the integration of information about symptoms, prevention and treatment of cancer into the narrative and symbolism of Kuda Lumping proved effective in attracting attention and increasing public understanding. This is in accordance with health communication theory which states that the use of media that is familiar and accepted by the target audience can increase the effectiveness of message delivery. Through the stories told in the show, people can more easily understand and receive health information. This performance is also able to create a deep emotional bond, so that the message conveyed is easier to remember. In addition, community involvement in the Kuda Lumping show increases the sense of togetherness and social support. Thus, this strategy not only disseminates information but also strengthens community solidarity. The use of cultural symbols known to the local community also helps in reducing resistance to health messages. In conclusion, the use of Kuda Lumping culture is an innovative and effective approach to health communication that can be applied in various other contexts.

3.2.2. Changes in public perception of cancer

The stigma against cancer is often caused by a lack of understanding and appropriate information [5]. Through the Kuda Lumping show which tells the story of the struggle against cancer, people are starting to see cancer as a disease that can be treated and not as a death sentence. Interviews with show participants show that many of them

experienced a change in their views after receiving correct information through this cultural medium. They are becoming more open to talking about cancer, seeking more information, and supporting people affected by the disease. This shows that a cultural approach can influence people's attitudes and behavior positively. Active participation in cultural activities such as Kuda Lumping also helps reduce the fear and stigma attached to cancer. Additionally, this approach strengthens social and community ties, creating a more supportive environment for cancer patients. As a result, society becomes more responsive to cancer prevention and treatment efforts, which ultimately improves the quality of life for patients and their families.

3.2.3. Culture-Based Communication Strategy

This research underlines the importance of communication strategies that utilize local cultural elements [6]. Some strategies that have proven effective in this context include Kuda Lumping, which is rich in symbolism that can be modified to convey health messages. For example, the characters in the show can be used to depict the struggle against cancer, so that the message conveyed becomes more relevant and easier for the public to understand. Involving respected artists and cultural figures in conveying health messages increases the credibility and acceptability of the message. These figures often have great social influence and can be agents of change in their communities. The integration of health messages into the Kuda Lumping show needs to be done on an ongoing basis to strengthen the message and ensure that the information provided remains fresh in people's minds. Ongoing campaigns also help in building long-term awareness and behavior change.

4. CONCLUSION

This research shows that Kuda Lumping culture has great potential in reducing the stigma of cancer in society. Through the integration of health messages into the Kuda Lumping show, information about the symptoms, prevention and treatment of cancer can be conveyed in a more effective way and accepted by the public. The Kuda Lumping performance not only attracts attention, but is also able to create a deep emotional bond with the audience, so that the message conveyed is easier to remember and understand.

This study found that this culture-based approach was able to change society's perception of cancer, from being previously considered a deadly disease to one that can be treated and managed. Interviews with show participants showed increased understanding and openness in talking about cancer, as well as greater social support for cancer patients. Active participation in cultural activities such as Kuda Lumping also helps reduce the fear and stigma attached to this disease.

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