



Health Information Seeking Among Woman with Breast Cancer

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Abstract

World Health Organization (WHO) states that the incidence of cancer in the world increased to 18.1 million new cases with a mortality rate of 9.6 million in 2018. In Indonesia, the most common type of cancer is breast cancer with a percentage of 16.7 %. Diagnosis of breast cancer in general can cause stress and depression in women. Lack of information about cancer is an obstacle for cancer patients to take further steps about treating their disease. Though information search is the most important step in getting the best treatment to achieve healing. This study aims to find out how the process of finding health information carried out by women with breast cancer to get a cure. Through a qualitative method with a phenomenological approach, in-depth interviews are used as a data collection technique involving four women with breast cancer selected through purposive sampling. The validity of this study uses trustworthiness with data analysis in the form of data reduction, data presentation and drawing conclusions. The results of this study indicate that the search for health information about breast cancer will only occur if there is a physical stimulus felt by cancer sufferers, which has several goals in the form of getting the best solution. The desire to recover requires them to be active in communicating with doctors and community friends who are supported by information seeking in other media such as the internet, books, seminars and workshops. However, every information they get is always accompanied by a subjective evaluation of themselves, by confirming information both to the doctor and fellow cancer sufferers in the community. Cancer sufferers in this study have greater control in determining the best choice as a solution to get a cure.

Keywords: *Health Information Seeking; Breast Cancer; Health Communication; Kata Kunci*

Introduction

Today cancer is still one of the deadliest diseases in the world. The World Health Organization (WHO) states that the incidence of cancer in the world will increase to 18.1 million new cases with a mortality rate of 9.6 million in 2018 (International Agency for Research on Cancer, 2018). The Global Cancer Observatory (Globocan) also noted that in 2018 the most common cancer cases in the world were lung cancer and breast cancer. That is, cases of breast cancer at the world level occupies the second position after lung cancer (Globocan, 2018).

In Indonesia, the incidence and death from cancer has also increased from 1.4 per 1000 population in 2013 to 1.79 per 1000 population in 2018 (Departemen Kesehatan, 2019). The most common types of cancer found in Indonesia are breast cancer with a percentage of 16.7% followed by cervical cancer of 9.3%, lung cancer 8.6%, colorectum cancer 8.6%, liver cancer 5, 3%, and the rest are other types of cancer (Globocan, 2018). Breast cancer is dominated by women, and if it occurs in men the chances are only 1% (Komite Penanggulangan Kanker Nasional, 2017).

In 2019, Central Java was ranked third as one of the provinces with the highest cancer incidence in Indonesia. One city that shows a high incidence of cancer in Central Java is the City of Solo. Uniquely, this city has a breast cancer specialist clinic that is claimed to be the first independent clinic in Indonesia that specializes in dealing with breast cancer (Prabawati, 2019).

The majority of breast cancer cases in Indonesia are found at an advanced stage making it difficult to cure. Even if treated earlier, the possibility of cured breast cancer will be even greater. Another problem that arises is that breast cancer patients have a fear of treatment and prefer alternative treatments (Rahmawati, 2019). But the fact is alternative medicine did not show maximum results (Ginting, 2014); and even cause side effects on the stomach and cause hepatitis and swelling of the patient's solar plexus (Devina *et al.*, 2015).

On the other hand, some breast cancer patients also postpone examinations due to fear of mastectomy, and believe more in spiritual healing and trust in alternative medicine (Ibrahim and Oludara, 2012); feel ashamed to do further tests because the doctor in charge is male; fear of negative social stigma about breast cancer; afraid that no one wants to marry their daughter, and cancer is also seen as a shameful disease (Elobaid *et al.*, 2016). On the other hand, economic factors turned out to be an obstacle in finding information about breast cancer treatment (Witdiawati *et al.*, 2017).

Diagnosis of breast cancer in general can cause stress and depression in women. The higher the stress level in cancer sufferers, the lower the optimism level of healing in themselves (Wardiyah *et al.*, 2014). So that cancer sufferers are faced with two choices; choose to struggle to recover or give up on their illness. But in the acceptance phase, they will use spirituality as humans by increasing the belief in God that this disease can be cured (Hariroh *et al.*, 2017).

Lack of information about cancer also becomes an obstacle for cancer patients to take further steps regarding the treatment of their disease (Yoon *et al.*, 2016). Therefore, the search for health information about breast cancer is an important thing to do to support their healing process. In addition, misinformation can be fatal to their health.

However, not all cancer patients want to find more information about their condition. Some cancer patients just want to know the basic information about the diagnosis and treatment they must undergo, and not continue to find out more about the level of the disease (Leydon *et al.*, 2000). Though complex information can be used as preparation for dealing with various risks.

Information seeking is a component of the decision making process (Lenz, 1984). Making wrong decisions can be fatal for patients. For example, a breast cancer patient who prefers alternative medicine makes his disease condition worse (Cathrina, 2019). Decision making is wrong as a result of searching for wrong information. So, we need the right source of information to minimize the risk of death, improve quality of life, and achieve recovery. The search for health information basically involves sequential patterns where individuals feel the need to consult other potential people in their social networks in order to receive information, advice and referrals to both lay people and medical professionals (Lenz, 1984).

This study uses Lenz's Information Search Theory (1984). Lenz assumes that information seeking as a consideration in making decisions consists of six analytical steps, namely (1) stimulus, (2) goal

setting, (3) a decision regarding whether to seek information actively; (4) search behavior, (5) information acquisition, (6) decision point on information adequacy. These six steps are a dynamic process that will be more interesting when viewed from a subjective perspective. Considering that research on information seeking so far has mostly been carried out with a positivistic paradigm (Reifegerste *et al.*, 2020; Zhao *et al.*, 2015; Zaid *et al.*, 2016; Gavgani *et al.*, 2013; Stee *et al.*, 2017; Aguilera *et al.*, 2014; Garcia & Davis, 2005). Information search can be said as part of communication studies because information search certainly involves the communication process in it. Effective information search involves two-way communication in the form of face-to-face communication.

Seeking information for breast cancer sufferers is a subjective experience. There is a difference between one person and another. In general, this study aims to find out how information seeking patterns are carried out by breast cancer sufferers in the city of Solo in achieving recovery. Specifically, this research will identify or understand each step in the process of finding information submitted by Lenz (1986) based on the experience of the participants. This research is expected to be a source of information for other cancer sufferers as a material for consideration in making decisions about treatment to be taken.

Methodology

This study uses a qualitative method with a phenomenological approach. Qualitative research begins on the fundamental idea that human reality is subjective where humans always build personal perspectives on the world on the basis of specific interactions with the outside world including others who are also part of this world (Cropley, 2019). The phenomenological approach is used to express meaning for some individuals regarding their life experiences about a concept or phenomenon (Cresswel, 2007).

Participants in the study were selected using purposive sampling techniques by including certain criteria (Kryantono, 2009). Data collection in this study was carried out through in-depth interviews involving four women with breast cancer in Solo. The four participants are breast cancer sufferers who are members of the Lovely Pink Solo (LPS) community who are a special community of breast cancer sufferers. This research was conducted in March 2020. The validity of this study was carried out using trustworthiness which provided the widest opportunity for informants to reveal their personal experiences (Kriyantono, 2009). Then the data will be analyzed through reducing data, presenting data and drawing conclusions (Miles dan Huberman, 1994).

Result and Discussion

As stated by Lenz (1984), a person who searches for information passes six sequences or steps for consideration before making a decision. The six steps will be described by the author in accordance with the experience felt by breast cancer patients in finding information in order to achieve recovery. Before entering into the analysis of information seeking in women with breast cancer, the following authors describe the characteristics of participants in this study.

Table 1 Characteristics of Female Participants in Breast Cancer Patients in Solo City

No	Nama	Usia	Pendidikan Terakhir	Stadium Kanker	Tahun Terdiagnosa Kanker
1	DH	48	S1	IIB	2015
2	BN	39	S2	III	2018
3	HN	41	S1	Awal	2015
4	CT	55	S1	IIB	2016

Interview findings on March, 2020

Stimulus

According to Lenz (1986) a variety of specific situations that occur can begin the search for information carried out by someone. This specific situation is called a stimulus. Stimulus in the search for health information includes the introduction of problems that can be solved or ignored, choices to be made or anticipated in a frightening condition.

In this study, data were obtained that all four participants received physical stimulus before deciding to search for information either directly through the doctor, or through the internet. They feel there is something strange in their breasts, which is a lump that persists as expressed by the following four participants.

"After that in 2015, there were bumps that were getting bigger and bigger. Then I ventured to check into the health center, then was referred to the Kustati Hospital to a general surgeon ... " (HN).

"In 2015. Cancer at an early age does not hurt. Nothing feels just a lump. Yes, the next day I take it to the doctor ... " (DH)

Both participants both HN and DH had not previously experienced other physical symptoms such as pain in certain areas. They only found a lump in her breasts without feeling pain when touched. Unlike the case with CT and BN. The discovery of a lump around their breast accompanied by some physical symptoms in the form of pain in the chest, the body feels weak, and aches all over the body such as in the hands, neck, and waist that correspond to the lump locus.

"There is a feeling like frequent colds, chest pain. Then the right-hand hurts and can never be treated anything. Then my body takes care, shrinking to 8 kilos. One time, I was joking, I continued to prescribe, and then I felt sick. From there I found out there was a lump. Then the next day I see the family doctor. " (CT).

"But at some point, I asked the doctor because at that time I found a lump ... When the lump was there it felt like the body was limp, aching on the left side from neck to left to the left waist. "I was asked by general practitioners to be examined further ..." (BN).

Information Goal Setting

In health information retrieval studies, people use existing information to set goals that place limits on the search and adequacy of information (Lenz, 1984). In this study, it was discovered that after experiencing strange symptoms in their bodies and finding lumps around their breasts, sufferers who decide to see a doctor have certain goals, including knowing what is really happening to their bodies. This was stated by DH and BN.

"I want to know what I'm sick of. What alternative medicine ... " (BN).

"Want to know what happened to my body. I am sick of feeling me, if I don't know anything, how can I anticipate that I have nothing ... " (DH).

Someone who realizes that there are unfamiliar symptoms in him who decides to look for information must have a purpose. At least to find out what really happened to their bodies. Because they are lay people, who cannot diagnose diseases that exist in their bodies. In addition to wanting to know what diseases are happening to their bodies, BN and DH also search for information and communicate to doctors to reduce anxiety in themselves. As stated by BN and DH below.

"I'm looking for information. That is also to reduce anxiety ... " (BN).

"Yes to reduce anxiety in me. The percentage is 70% ... " (DH).

The purpose of the process of finding information carried out by cancer sufferers is related to the hopes and actions they can take in an effort to get a cure. Cancer sufferers who have been convicted with a certain stage choose to survive and fight against cancer. They communicate with various parties to get healing. They do not want to be trapped in the status of the disease they have. But they tried to become information with the aim of wanting to recover from breast cancer. as stated by CT and BN below.

"Because I want to get well. How to get well, yes, I'm looking for information. " (CT).

"The point is I want to recover. I want to go back to Jakarta. I want to go to the office. I have to work for the children ... " (BN).

In addition, communication in the context of information seeking is also carried out to find the best solution for the treatment they will undergo. By setting a goal to get the best solution, it is then necessary to consider which sources of information will be a reference and what actions are appropriate to take.

"To find a better solution, what will be the sequel ... " (HN).

"The goal is to find out how the best solution ... " (CT).

Decision Point on Active Search

After setting information-seeking goals, the next step taken is to make a decision to be active or passive in finding information. This decision is influenced by the number and main types of information and the profit and loss ratio when involved in active search (Lenz, 1984). Based on the experience of several participants, they claimed that they had some advantages when deciding to become cancer

patients who were active in finding information. The first advantage is that they can anticipate things that will happen in the future, as expressed by DH and HN below.

Losses become passive. Mentally he is not ready. He will be psychologically vulnerable. So, I expanded the search for information to prepare myself psychologically. To strengthen yourself. If we know, it's different, sis ... " (DH).

"As cancer patients, we must be active. What we feel is different from other patients. So yes we have to ask about how we feel. Because doctors can't feel what we feel ... " (HN).

By deciding to be active in finding information in various sources, cancer sufferers can prepare themselves psychologically to face the possibility of various diseases in the future. So, they are not surprised and stressed when facing those times. People who prepare themselves to deal with something will surely be different from people who have no preparation. The presence of a special community of breast cancer certainly has a positive impact on cancer sufferers to struggle to recover from the disease.

Doctors as medical personnel are professionals who are very knowledgeable about the characteristics of breast cancer and its medical treatment. But doctors have never felt this disease, so the support of information from other cancer sufferers is very helpful in strengthening the mental health of women with breast cancer. In addition, by deciding to be active in the process of finding information, cancer sufferers can use this information in anticipation of the side effects of the cancer drugs they consume. As stated by the following CT.

"We must actively look for information. The results are different cancers, so the medicine is also different. yes ask the doctor. Besides that, we as LPS members also have to be smart, we are lucky to join LPS. We know the medicines. For example, if you run out of chemo, just drink it so it won't go limp ... " (CT).

This is in line with what was said by Lenz (1984) that potential benefits not only include relevant new information which has intrinsic and utilitarian value for information seekers but can also reduce anxiety and uncertainty and also increase a sense of mastery or self-control. But people who decide not to actively search for information could be because the information they need is sufficiently fulfilled.

Search Behavior

In information search behavior, two things are found as indicators in the search process, namely the source of information and the type of information. This information seeking behavior can be in the form of direct communication or communication through internet media. Here are some sources that are used as a reference in finding health information and the type of information.

Doctor

Based on the data collected, it can be concluded that the main source of information for cancer sufferers in searching for information about health is the doctor. This was stated by the four participants. According to them doctors are professional experts who really understand their illness. But in this case, the treatment process that was undertaken was not only consulted by one doctor, but involved various doctors.

"For the treatment procedure, yes, doctor, miss. If the family only supports ... " (HN).

"Insyaa Allah I trust the doctor. I am more inclined to medical than alternative. I also ask other doctors. But I am full medical treatment. Because even taking part in medical treatment is tired ... " (DH).

"While I waited for the surgery schedule, I looked for other doctors," (BN)

"After that, I went to the family doctor first. I was informed to my high school friend who is a doctor. Anyway, I just obey the doctor's advice. How come my friend got the medicine, I got the medicine from my mother, so ask the doctor .. " (CT).

The four participants agreed that doctors are the main source of information in their treatment process. Other sources only serve as a support for psychic preparation. So that the type of information asked by cancer sufferers to doctors is about medical treatment. Among them are (1) an explanation of cancer including its type and type, (2) medical treatment which includes surgery, chemotherapy, and radiation as well as supporting drugs and side effects.

"What is cancer, what should I do. So, what treatment. What next treatment. After surgery, chemo, there are all the protocols. Right now, my type of cancer has changed from the beginning, the medicine is automatically different too ... " (DH).

"Then the doctor said, you chemo ... then I just asked what effect it has. Even though I already know from the internet ... " (BN).

"So about medical treatment. I have never been medical. For example, the chemo problem must be repeated several times. Yes, I have to know. I asked the brothers in the community. Because sometimes a doctor is so many patients, he can't explain. So we, the community must know. So, the community is like an extension of the doctor ... " (CT).

In addition to medical treatment, one in four cancer patients, BN, also asked a professor about a healthy lifestyle and a doctor. In addition, he also asked about traditional ingredients that can increase body immunity. This healthy lifestyle according to the BN must be carried out in line with medical treatment, so that this cancer can be eliminated. So that the next type of information found in this study is (4) a healthy lifestyle, (5) herbal ingredients to enhance the body's immunity, but not to cure cancer.

"Terus mereka ngasih aku masukan pola hidup sehat, makan apa gitu. Jadi aku dikasih formula makanan yang tidak boleh aku makan sampai sekarang. Misalnya tidak boleh makan telur ras, ayam ras, sapi.. " (BN).

"After that, I met a professor who is a doctor who specializes in dealing with plants for medical problems. So, he has a home page, so I was given a red purslane, ginseng..." (BN).

Internet

The second source of information used by cancer sufferers to find information is the internet. However, all participants in this study claimed that if the information sought on the internet is only information that is on the surface, so it's not too deep. In addition, the internet is the first source for cancer sufferers to find out the results of Pathology Anatomy (PA) that comes out after the biopsy is done. Because the reports that come out are in the form of medical language, they use the internet to translate

the results of the CL. So from the results of this information search through the internet, the three participants already knew in advance if they had cancer before this was conveyed by the doctor who handled them. This is because consulting the results of the PA to the doctor can only be done after the results of the PA come out.

"I'm browsing to find out the results of the CL. So, before the doctor said I had cancer, I actually knew. But only for the surface. I am among those who are not easily affected by hoaxes ... "(DH).

"A week after the operation, the PA results came out. Continue to be declared cancer. But I'm ready. So, the first time I knew that browsing was cancer, I was shocked. In my age which is still 36 years ... "(HN).

"We take the lab before the doctor's control. I searched the info on the internet to understand the results of the PA. And apparently breast cancer. At that time, I was immediately shocked. But that's not certain, I'm still positive thinking ... "(BN).

"If only from the internet in general ... "(CT).

Breast Cancer Community

The next source of information used as a forum for communication in the context of finding information is fellow cancer sufferers who are members of the Lovelypink Solo (LPS) community. In this community, not only information about cancer treatment was discussed but also information seeking in the form of social support from fellow cancer sufferers to encourage each other and fight together to recover. This community is like an extension of an oncologist who cannot have much time to communicate with his patients.

The information obtained in this community can be said to be credible because it is sourced from experience and training obtained by several community officials who then have a role in answering all questions from members, especially new members who have just received a verdict of breast cancer. The presence of this community is also a hope for cancer survivors that they are not alone and can fight together. Because for cancer sufferers, a happy mind and heart is the most effective medicine for curing breast cancer. The following is the explanation of several informants.

"These administrators have taken courses in Jakarta, so they are trained so that if there are members who ask questions, they can answer. So, if someone asks you a drug, Mrs. RN can answer it. For example, different brands of drugs, but the ingredients are the same. He can answer. For example, someone asked, how come dizzy is not endless, nauseous. The one who answers is the management ... "(CT).

"When I met with my friends, I also asked about cancer. Especially with those who are earlier than us. What will you treat later? Then what does chemo taste like? One of the community's missions is to share appropriate knowledge and information. Because a lot of information is not right ... "(DH).

"After that, healthy mind. So now with my LPS friends I strengthen each other. It feels different ... "(BN).

Specifically, the presence of the breast cancer community is able to provide practical information that comes from the personal experience of each member in treating his cancer. In this community they

can find various sufferers with the same and different types of cancer. So that information obtained from doctors can be more complete and complex with the support of information obtained from the community. The information that is usually sought in this community is about the types of cancer treatments such as chemotherapy, surgery, and radiation and how the side effects of each treatment. Besides the side effects of drugs that must be consumed are also often the subject of conversation among cancer survivors in this community. More specifically, if they feel there is something unnatural in their body, they will usually tell a few friends in the community to get answers or solutions, as stated by HN below.

"Usually what we talk about is the type of treatment, then the side effects of the treatment. Examples of chemotherapy and radiation are the side effects, what in LPS is good, miss? It's easy to be more knowledgeable. So, we don't only know about our cancer. But about other stages of cancer as well ... "(HN).

In addition to doctors, the internet, and the breast cancer community, some participants also used books to look for information (DH); attend workshops and seminars (DH) as a cancer companion; and families to seek traditional treatments that can support medical treatments such as bioenergy therapy (BN).

In the health information search behavior, there are two search methods that can be done, namely the impersonal method, where information is obtained from publications, referral services or people not recognized by searchers. Whereas the second method is the personal method, where information retrieval is carried out on people who are personally identified such as consultants (Lenz, 1984). In the search for health information about breast cancer, impersonal searches are conducted via the internet, workshops and seminars. Whereas personal information search is done through doctors, communities and families.

Information Acquisition

In the theory of information search the expansion of information search is an interesting thing, where the more information obtained, the more rational the decision is taken (Lenz, 1984). Therefore, the participants in this study continue to carry out subjective evaluations of the information they obtain. Not all information is received 100 percent even though it was sourced from a doctor. As felt by HN after being convicted of suffering from breast cancer, the doctor advised her to perform a total breast cancer surgery (mastectomy), but due to consideration of her status as an unmarried woman, she tried to find a second opinion in order to get other information so that her breasts were not removed. This is supported by the stage of the cancer which is still in its early stages.

"I was looking for a second opinion because I was told to have a mastectomy, while I was not married. Of course, my mother and younger siblings disagree. Besides that I also feel uncomfortable. The doctor is sometimes difficult to communicate with. Actually, the intention is good, but we as patients feel scared ... "(HN).

Cancer as a deadly disease certainly raises a dilemma problem in terms of treatment. Cancer sufferers will surely be faced with two choices, namely between medical treatment and traditional medicine. Participants in this study were also faced with this choice, but they did a subjective evaluation based on the experiences of several cancer survivors, and there were also questions that were asked to the doctor further.

"Many have traditional recommendations. Always there, from bajaka wood. This soup is that. But nothing I followed. I thank you, I already know. But frankly, from the experience of members who

have followed traditional medicine, it has not gotten better or worse. And it must be getting worse ... "(DH).

"I have a neighbor. He feels smart. Just drink it, get better. Wait a minute, is this the same as chemotherapy medicine? because there are chemo drugs that cannot be touched. Must be wrapped in black plastic. After that I asked the doctor. The doctor laughed. Yes, mom, you can drink this. Only how many tons do you want to measure quickly? In addition, there is the experience of brothers, the only alternative is not even improving but getting worse. While my younger brother Pulls to medical, his condition is getting better ... "(CT).

Through subjective evaluations carried out by cancer survivors, they can make more precise and secure decisions. So that all participants in this study took medical treatment and ignored traditional medicine. In forming this opinion, doctors have a very big role to provide perceptions about alternative medicine. In this context it can be said that the participants make sure to others about the treatment of cancer that will be undertaken. In addition to subjective evaluations, other evaluations can take the form of evaluations in the financial sector as carried out by the following BN participants.

At that time the family provided alternative information. But I first called the process. But because of considering one thing or another finally I did not take. And finally chose to take medical. Because if you use an alternative it turns out expensive ... "(BN).

Decision Point on Adequacy

At this stage, breast cancer sufferers will analyze whether the information they have gotten is enough or not. Participants will evaluate whether this information search will continue or end (Lenz, 1984). All participants in this study agreed to say that information about breast cancer is basically never enough. Because the medical world always develops over time (DY, BN, CT). However, in making a decision an information is said to be sufficient if it has passed several questions that were asked to doctors and friends who are members of the breast cancer community (HN, CT).

"If it's to make a decision from myself. Apart from doctors, yes family support. Continue to my fellow survivors. Of them I have oh no problem. If I cannot live, this is the best for me. Sometimes if I'm not satisfied with my friends' answers, I ask the doctor again ... "(HN).

"Never enough. I keep looking for information. I ask again if you want to take a treatment. For example, if there is a drug that I will stop, yes I ask the doctor first. If I don't see a doctor, I ask my friends who are the same type as me ... "(CT).

Whereas BN always depends its decision on the intuition it has. He believes the decision he chose and according to his heart is the best decision. Unlike the case with DY who already feel enough with the information conveyed by doctors and supported with confidence in him to run a treatment.

"Actually, it's never enough to find out. The medical world continues to grow, information is always there. Moreover, medicine, will always change. But to make a decision is up to you. If the doctor recommends, but we don't want it, we can't, right ... "(DY).

"The information was deemed sufficient, actually not enough. But because we have to take risks. Although all data has not been collected. And according to what is in the heart according to intuition. And also based on other people's experiences ... "(BN).

Conclusion

The process of finding information developed by Lenz (1984) is basically a complex process and has a close relationship between one step with another step. A person's subjective experience at several steps certainly has a difference depending on how the meaning is inherent in the individual in understanding the process of finding this information.

In the context of this research, to obtain a credible source of information, the doctor has an influence in providing reference information other than himself. Interestingly, every woman with cancer who has just been diagnosed with breast cancer by an oncology specialist was invited into the community that she built with several other sufferers so that she could survive with her illness so as not to give up on her sick status.

In addition, doctors also have a great influence in shaping the perceptions and opinions of cancer sufferers in understanding medical and traditional medicine. So that the process of finding information that starts from the stimulus to the decision on the adequacy of the majority of information boils down to credible sources (such as doctors and the community) to meet the information needs of breast cancer sufferers.

The presence of the breast cancer community has made a real contribution to the mental health of cancer sufferers to undergo a long and severe series of cancer treatment processes. Support from fellow cancer sufferers in the community at least makes them aware if they do not struggle alone. In addition, the community also functions as an extension of the doctor who can provide a variety of additional information when doctors as medical professionals have limited time in serving their patients. Some administrators who are equipped with knowledge about cancer are also a place to ask cancer sufferers. This indicates that experience is a valuable teacher for cancer sufferers.

In the end the search for health information about breast cancer will only occur if there is a physical stimulus felt by cancer sufferers, by having several goals especially to get the best solution and the desire to recover requires them to be active to communicate with doctors and friends of the community and supported by information search in other media such as the internet, books, seminars and workshops. However, every information they get is always accompanied by a subjective evaluation of themselves, by confirming information both to the doctor and fellow cancer sufferers in the community.

The message obtained by cancer sufferers was not received one hundred percent, but negotiated according to their needs. After evaluating the information, the decision making for the treatment that they do is controlled by themselves. Cancer sufferers in this study have greater control in determining the best choice as a solution to get a cure.

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