ABSTRACT

The Halodoc application is an online media as a means of carrying out online health services via the internet, so as to create a new lifestyle and communication in society. In online health service activities on the Halodoc application, a communication pattern is formed so that the exchange of information with Halodoc facilities becomes a vehicle for the realization of good communication for its users, namely in this study Bandung students as the younger generation. The communication pattern formed is divided into four; primary communication patterns, secondary communication patterns, linear communication patterns, and circular communication patterns. In this study using descriptive qualitative research methods and the approach used is Virtual Ethnography. The results of this study indicate that the communication patterns that occur in online health services through the Halodoc application are primary, linear, and circular communication patterns which are important factors in supporting the success of online information exchange and communication in the health care sector compared to secondary communication patterns that occur one-on-one. direction. This was proven based on the answers the researcher got from several informants in the study based on personal experience and what was felt during online health services. So from their experience it was concluded that the communication patterns that occur in Halodoc are primary, linear, and circular communication patterns, while secondary communication patterns are not carried out properly and are not used in the communication process when using Halodoc.

Keywords : Communication patterns, online health services, Halodoc