

ABSTRACT

Health counseling in the military environment, particularly in Kodam Jaya, plays a crucial role in shaping soldiers' healthy lifestyle behaviors. However, the effectiveness of the communication process in delivering health messages remains a challenge. Therefore, this study focuses on how the communication process employed by health counseling communicators can enhance understanding and behavioral change among soldiers in Kodam Jaya. An effective communication process conducted by health counseling communicators significantly impacts the improvement of soldiers' comprehension and implementation of a healthy lifestyle. This study employs a qualitative approach with a descriptive method and is based on Lasswell's communication theory, which consists of five key elements: who speaks (who), what is conveyed (says what), through which channel (in which channel), to whom (to whom), and with what effect (with what effect). The findings indicate that the success of health counseling is highly influenced by the credibility of communicators and the techniques used in message delivery. This study contributes to understanding how the communication process implemented by Kodam Jaya communicators plays a role in the acceptance of healthy lifestyle messages among Kodam Jaya soldiers.

Keywords: Communication, Communicator, Health Counseling, Healthy Lifestyle Behavior, Kodam Jaya, Lasswell's Theory.