

Effects of Social Media on Health Promotion for Millennials

Nur Fadilah Dewi

Vocational Education Program, Universitas Indonesia, Depok, Indonesia

Keywords: Health promotion, social media, Instagram

Abstract: Research Objectives: To determine the effect and benefits of social media as a means of health promotion in the millennial generation towards awareness of healthy living behaviour in accordance with the healthy paradigm proclaimed by WHO namely promoting preventive promotion in health efforts and empowering people to behave healthily and consistently. Design / Methodology / Approach: Quantitative research using a questionnaire and will be explained descriptively by involving Vocational students from the University of Indonesia Hospital Administration Study. All students 100% used social media, IG social media selection being the health promotion media was chosen by 97.6%, around 32.9% wanted content updates every day. The most popular promotional material is info about a healthy lifestyle of around 69.5%. The superiority of IG lies in the quality of images and videos 61.2% with the criteria for success in health promotion on the understanding of each content 34.1%, but 72.9% of respondents stated that health promotion through IG is not optimal. Technological progress has developed very rapidly, as developing countries must be talented in utilising technology. Appropriate use in the health sector can help improve the health status of the community, especially in providing health promotion through social media. This effect shows how valid health promotion through social media can improve awareness of healthy behaviour in the millennial generation.

1 INTRODUCTION

Today, many organisations and professionals have adopted social media tools (e.g. Facebook, Twitter, and YouTube) for different personal or professional purposes such as broadcasting, education, knowledge sharing, communicating with customers, or encouraging collaboration among team members. Physicians have also been attracted to the mainstream popularity of social media in society (Panahi et al., 2016).

The development of the internet has begun the industrial revolution 4.0, with the internet all able to connect with the cloud system and internet of things (IoT). The era of the industrial revolution 4.0 can be a challenge in every sector, one of which is the health sector. This sector is most likely to benefit from joining physical, digital and biological systems, even though this sector is not ready to accept changes.

Social media through the internet has great potential for health promotion and other health interventions, and it is more comfortable to touch targets at each level. (The Role of Social Media in Health Promotion Efforts. (Leonita, 2018).

Health information obtained through the web

quickly and easily can cause information imbalances. The term social media refers to activities among people gathered online who share information using conversational media that make it easy to create and share content in the form of words, pictures, videos, and audios (Safko and Brake, 2009). Categories of social media defined by Sterne (2010) include the following: forums and message boards, review and opinion sites, social networks, blogging and microblogging, bookmarking, and media sharing (Neiger et al., 2012).

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Technologies are an essential element of the knowledge and information society. The information society is bringing us significant new technological developments and advances in different occupational

realms, and in health promotion, it is having an impact by improving people's quality of life (Sciences, 2017). Healthcare decision making should be based on an up-to-date synthesis of high-quality research data (Puljak, 2016).

This situation presents a unique health promotion opportunity for broader audiences to be reached for both primary and tertiary prevention. To capitalise on this opportunity, an understanding of the characteristics of those seeking health information online is necessary. This condition will allow for the development and delivery of more targeted online services (Nikoloudakis et al., 2018).

Information technology (IT) is an integral part of the healthcare systems in Western countries. In the USA, the Affordable Care Act passed in 2009, and rapid advances in technology for daily living have pushed the medical field to embrace IT. (Nimkar, 2016).

Social media include a broad spectrum of online communications tools and work through several mechanisms. Social media can provide a channel for social support and facilitate a sense of connectedness among individuals. These online tools let users share information that is consumer-centric and consumer-controlled, enabling anonymity or personal connection as preferred, and can be an inexpensive way to reach large audiences over great distances. Perhaps most importantly, social media have become firmly established across sociodemographic groups (Korda and Itani, 2013).

Health promotion apps designed to support and reinforce health behaviours or to reduce risk behaviours are the most commonly downloaded apps. Such technologies have the potential to reach and deliver health care to new populations (Fitzgerald and McClelland, 2017).

Public health is also expanding its use of social media, as evidenced by the finding that 60% of state health departments now use at least one application. In addition, one-third of adults use social media to access health information, and nearly 80% of physicians who consult with patients online use social media channels to create or share medical content. (Neiger et al., 2012)

Innovation has been applied in different contexts, and the healthcare sector is no exception. Recent trends in healthcare innovation explore user participation in the healthcare delivery process. Digital health is an example of healthcare innovation, as it provides a platform in which digital technologies facilitate patients' participation in the healthcare delivery process (Iyawa et al., 2016).

Collectively, social media are a powerful communication channel that can be used to disseminate information to large audiences (Ho, 2014). In general, social media can be defined as an environment that facilitates the creation and exchange of user-generated content (Rains, Brunner, & Oman, 2014). A growing body of research shows that communication through social media is a welcome trend among health consumers (Strekalova, 2017).

Social media use by health practitioners helps articulate a subculture-centred approach to public health communication (Ems and Gonzales, 2016).

Information becomes an essential entitlement of social media. Because unlike other media on the internet, social media users create representations of their identities, produce content, and interact based on information (Nasrullah, 2015).

Health promotion through social media search results reveals that social media contributes positively to health promotion efforts. However, some disadvantages include lack of outreach to passive audiences, false and inaccurate information, lack of interaction with audiences, the limited ability of health professionals to use social media so as not to guarantee program sustainability. Health professionals need to design a social media-based health promotion model by integrating social media with health promotion strategies and health communication strategies (Leonita, 2018).

This study discusses the Effects of Social Media on Health Promotion for Millennials. This study is part of the research on the Use of Social Media by Vocational UI students, Hospital Administration Study Program. Exposure is focused on Managers who use Instagram, the presence or absence of specialised personnel, respondents' opinions about the importance of updates and frequency of information updates on Instagram, health promotion material, promoted excellence, criteria and success rate of promotions through Instagram.

2 LITERATURE REVIEW

2.1 Social Media

Social media is online media, with its users being able to easily participate, share and create content: blogs, social networks, forums and virtual worlds or sites where people communicate with friends they know in the real world and the world virtual (Aditya, 2015).

Currently, social media is a means or activity of digital health promotion, for example, a campaign of clean and healthy lifestyles as well as ways to obtain

health information needed because all people in need can access it.

Social media is the development of new internet-based web technologies that make it easy for everyone to communicate, participate, share and form an online network so that they can disseminate their own content (Zarella, 2010). Social media is a medium on the internet that allows users to present themselves and interact, cooperate, share, communicate with other users, and form social bonds virtually (Nasrullah, 2016).

The definition of social media (Nasrullah, 2015) in his book *Social Media: Perspective, Culture and Sociotechnology* cited from various research literature:

- a. Media accommodates collaboration between users who produce user-generated content, according to Mandiberg (2012).
- b. Platform media that focuses on the existence of users who facilitate them in their activities and collaboration. Van Dijk (2012).
- c. Social media as a connection between personal communication in the sense of sharing between individuals (to be shared one-to-one) and public media to share with anyone without individual specificity (Meike and Young, 2012)

2.1.1 Social Media Function

Social media has the following functions:

- a. Designed to expand human social interaction using the internet and web technology
- b. Transforming the practice of communication in the same direction as the broadcast media and one media institution to many audiences becomes dialogic communication between many audiences.
- c. Support the democratisation of knowledge and information.

2.2 Health Promotion

International Conference on Health Promotion in Ottawa, Canada, states that Health Promotion is an effort made to the community so that they are willing and able to maintain and improve their own health. This limitation of health promotion includes two dimensions, namely willingness and ability. So the purpose of Health Promotion itself is to enable people to maintain and improve their health and create a situation, namely behaviour and environment conducive to health.

Today more and more people understand and accept that health is strongly influenced by social and environmental determinants, in addition to physical and biological determinants. Physical determinants such as the cleanliness of the environment, weather, and climate, during biological determinants such as microorganisms (viruses, bacteria), parasites and others. Meanwhile, social determinants that significantly affect health include poverty, unemployment, environmental sustainability, discrimination and powerlessness.

With the increasing development of science and technology, the development of civilisation, and the impact of globalisation, health determinants are always changing, and there will always be new ones for example arms trade, free sex, child exploitation, digital and others.

Health promotion is an effort to improve the ability of the community through learning from, by, for and with the community, so that they can help themselves and develop activities that are community-based, in accordance with the local social culture and supported by public health-oriented policies (the Republic of Indonesia's Ministry of Health, 2011)

3 METHODOLOGY

This research is a quantitative study using survey and descriptive data analysis using a questionnaire as the main instrument of data collection. The aim is to get information about several respondents who are considered to represent the millennial population. The population of this study was the vocation students of the Universitas Indonesia, Hospital Administration Study Program with a sample of 85 people.

4 RESEARCH RESULT AND DISCUSSION

4.1 The Use of Social Media by Student

All respondents (100%) stated that they had social media. Social media is a medium that can reach many audiences and low costs. Social media can reach many audiences and even more specifically, in accordance with the desired target and at a cost that is not too expensive.

4.2 Selection of Social Media for Health Promotion

Table 1: Media social used for health promotion.

Social Media	F	%
	Facebook	47
WhatsApp	79	94%
Twitter	49	58,3%
Instagram	82	97,6%
Google+	33	39,3%
Pinterest	25	29,8%
Line	73	86,9%

Source: research, 2019

Based on table 1, it can be seen that the percentage of Instagram usage is most desirable for 97.6%. As is the case now, with the presence of social media, many people exchange information with fellow users. In the development of social media, which used only to contain photographs and personal documentation, now its use is broader for other aspects such as health promotion that can be packaged to be interesting because there are pictures and videos about health promotion that are easy for the user to understand.

4.3 Specialised Personnel Who Manage Instagram

Table 2: SPECIAL Personnel.

	F	%
Yes	67	78,8%
No	18	21,2%
Total		100%

Source: research, 2019

Based on Table 2, 67 respondents answered that there was a need for specialised personnel to manage IG. The results of previous research conducted by Gumilar (2015) are social media managers see the importance of specialised personnel to manage Instagram. This aspect is related to information management, information updates and also professionalism in conducting promotions.

4.4 Frequency of Updating Instagram

Table 3: Frequency of Updating Instagram.

	F	%
Every day	28	32,9%
1-2 times a week	11	13,1%
3-4 times a week	10	11,8%
5-6 times a week	12	14,1%
Others	24	28,6%
Total		100%

Source: research, 2019

Some of the advantages of social media are updating information that can be done quickly. Information updates are essential given the importance of conveying information to many people about health information. Based on table 3, around 32.9% of respondents want Instagram updates and are done every day. Daily Instagram updates can show the renewal of information, and this matter is essential, according to the purpose of health promotion, which is to enable people to live healthy lives.

4.5 Promotional Material Delivered by Instagram

Table 4: Health Promotion Material.

	F	%
Adolescent health	20	23,5%
Nutrition info	3	3,5%
Fitness info	3	3,5%
Info on a healthy lifestyle	59	69,5%

Source: research, 2019

Based on table 4, it can be seen that most IG users are interested in healthy lifestyle info material (69.5%), 23.5% interest in adolescent health material. For nutrition info and fitness info 3.5% each.

Technology in the form of social media facilitates better public knowledge about the disease and its prevention, use of health services. Increasing social support and sharing support with others so that the community is able to disseminate their positive experiences about healthier behavior changes independently (Sarah, 2015).

4.6 Excellence in Health Promotion on Instagram

Table 5: The advantages of health promotion through Instagram.

	F	%
Quality of material content	15	17,6%
Service quality	18	21,2%
Image and video quality	52	61,2%

Source: research, 2019

Based on table 5, it can be seen that what is the superiority of IG in health promotion is the quality of uploaded images and videos around 61.2%.

Instagram can be used to take photos, manage photos, edit photos, give a filter effect to photos and share them with everyone. Seeing content from social media that highlights photos or videos and is

supported by easy access will undoubtedly be more comfortable to attract attention to see and read health content as a means of promotion. This aspect shows that what needs to be considered is the content that is interesting and easy to understand. Now Instagram can not only share photos, but it can also be used to upload videos for 15 seconds.

Image sharing provides value for health communication activities by providing health images. Organisations can capitalise on this trend by giving fans and followers visual images that show public health “actions”, reinforce health messages, or just present information in a visually attractive new format (CDC, 2011).

4.7 Criteria for the Success of Health Promotion Program through Instagram

Table 6: Success criteria for health promotion.

	F	%
Total/friends/like/members	29	34,1%
Understanding of each content	38	44,7%
Comment about promotions	17	20%
Other	1	1,2%
Total	85	100%

Source: research, 2019

The criteria for successful health promotion in IG can be seen in table 6. According to the survey, understanding of each content is 44.7%. Seeing content from social media that highlights photos or videos and is supported by easy access will undoubtedly be more comfortable to attract attention to see and read health content as a means of promotion. This aspect shows that what needs to be considered is the content that is interesting and easy to understand.

4.8 The Success of Health Promotion through Instagram (IG)

Table 7: Promotion Success.

	F	%
Already successful	10	11,8%
Not optimal	62	72,9%
Average	13	15,3%
Unsuccessful	0	0
Total	85	100%

Source: research, 2019

Based on Table 7, it can be seen that the success rate of health promotion is still not optimal 72.9%, and

11.8% stated that they have succeeded in conducting health promotion through IG and 15.3% stated that they were still on average.

Some aspects that can cause not optimal use of social media by health professionals because of the limited ability to manage health media-based health information. The lack of intrigue between information seekers and health professionals so that people are not interested in visiting the site, which results in the ineffectiveness of health promotion on social media.

5 CONCLUSION

Based on the results of research and discussion on the influence of social media as a means of health promotion for millennial generations in UI Vocational Education, notably the Hospital Administration Study Program, the following conclusions can be drawn:

- a. All respondents use social media (100%)
- b. Instagram (IG) is the most popular social media today, namely 97.6% of the total respondents using IG
- c. There is a need for personnel to update information every day (78.8%)
- d. The most desirable material is how healthy life patterns (69.5%) respondents
- e. The advantage of Instagram is that it can load images and videos that contain health information and are easily understood by respondents (61.2%)
- f. Based on the assessment criteria of health promotion is the content of material that is easily understood by respondents (44.7%)
- g. The success of health promotion as much as 72.9% of respondents stated that it was not optimal to use Instagram

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