**Effects of Social Media on Health Promotion for Millennials**

*Nur* Fadilah Dewi1, *Radityo* Kusumo Santoso2, *Aditya* Denny Pratama3

 Vocational Education Program, Universitas Indonesia

Email: nurfadilah.dewi@vokasi.ui.ac.id/ dewifadilah08@gmail.com

**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 behavior in accordance with the healthy paradigm proclaimed by WHO namely promoting preventive promotion in health efforts and empowering people to behave in a healthy and consistent manner.

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.

Research Results:

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.

Research implications:

Technological progress has developed very rapidly, as developing countries must be clever in utilizing 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 is how effective health promotion through social media can improve awareness of healthy behavior in the millennial generation

**Keywords:** Health promotion, social media, Instagram

**INTRODUCTION**

Today, many organizations 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, Watson, & Partridge, 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 easier 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.[*Jacobs et.al (2017) Health information seeking in the digital age: An analysis of health information seeking behavior among US adults. Cogent Social Sciences (2017)*. 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 & 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)

The term social media refers to activities among people collected online that share information using conversation media that makes it easy to create and share content in the form of words, images, videos and audio (Safko & Brake, 2009). The social media categories defined by Sterne (2010) include the following: forums and message boards, site reviews and opinions, social networking, blogging and microblogging, bookmarks, and sharing media. (Neiger et al., 2012)

Technologies are an essential element of the knowledge and information society. The information society is bringing us major 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, n.d.)

Healthcare decision making should be based on up-to-date synthesis of high-quality research data. (Puljak, 2016).

This presents a unique health promotion opportunity for broader audiences to be reached for both primary and tertiary prevention. To capitalize on this opportunity, an understanding of the characteristics of those seeking health information online is necessary (Andreassen et al., 2007). This 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 (United States Department of Health and Human Services [USDHHS] Health Resources and Services Administration, 2012)(Nimkar, 2016)

Social media include a broad spectrum of online communications tools and work through several mecha- nisms. 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 important, social media have become firmly established across sociode- mographic groups.(Korda & 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 & 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 (Thackeray, VanWagenen, Koch Smith, Neiger, & Prier, 2011). 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 (Hughes, 2010). (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, Herselman, Science, & 2016, n.d.)

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 (Clayman, Manganello, Viswanath, Hesse, & Arora, 2010; Fisher & Clayton, 2012; Thackeray, Crookston, & West, 2013) and a practice widely adopted by public health organizations (Kim & Liu, 2012).(Strekalova, 2017)

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

Information becomes an important 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, 2015:19). (Gumilar, 2015)

Health promotion through social media search results reveals that social media contributes positively to health promotion efforts, but some disadvantages include: lack of outreach to passive audiences, false and inaccurate information, lack of interaction with audiences, 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, Jalinus, 2018).

This study discusses the Effects of Social Media on Health Promotion for Millennials, this 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 special 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.

**Literature Review**

1. Social Media
2. Definition

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 it can be accessed by all people in need.

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 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 (Nasrulah 2015, p. 11) in his book Social Media: Perspective, Culture and Sosiotecnoligi cited from various research literature:

1. Media that accommodates collaboration between users who produce user-generated content according to Mandiberg, 2012.
2. Flatform media that focuses on the existence of users who facilitate them in their activities and collaboration. Van Dijk, 2012
3. 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)
4. Social Media Function

Social media has the following functions:

1. Designed to expand human social interaction using the internet and web technology
2. 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.
3. Support the democratization of knowledge and information.
4. 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 2 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 behavior 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 cleanliness of the environment, weather, climate, etc., while biological determinants such as microorganisms (viruses, bacteria), parasites and others. Meanwhile, social determinants that greatly affect health include: poverty, unemployment, environmental sustainability, discrimination and powerlessness (La Bonte and Feather, 1996)

With the increasing development of science and technology, the development of civilization, and the impact of globalization, 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. (Ministry of Health Republic of Indonesia)

**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 a number of 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.

**RESEACH RESULT and DISCUSSION**

1. The use of Social Media by Student

Table 1. Instagram (IG) user Students

|  |  |  |
| --- | --- | --- |
| Use IG | F | % |
| Yes  | 85 | 100% |
| No | 0 | 0 |
|  | Total | 100% |

Source: research, 2019

All respondents (100%) stated that they had social media. Social media is a medium that can reach many audiences and low costs. based on Gumilang's research (2018), 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.

1. Selection of social media for health promotion

Table 2. Media social used for health promotion

|  |  |
| --- | --- |
| Social Media |  |
| F | % |
| Facebook | 47 | 56% |
| 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 2, 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 to only 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.

1. Special personil who manage instagram

Table 3. Special Personil

|  |  |  |
| --- | --- | --- |
|  | F | % |
| Yes  | 67 | 78,8% |
| No  | 18 | 21,2% |
| Jumlah  |  | 100% |

Source: research, 2019

Based on Table 4, there were 67 respondents who answered that there was a need for special personnel to manage IG. The results of previous research conducted by Gumilar, 2015 are social media managers see the importance of special personnel to manage instagram. This is related to information management, information updates and also professionalism in conducting promotions.

1. Frequency of Updating Instagram

Table 4. 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 very important given the importance of conveying information to many people about health information.

Based on table 4, 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 important, according to the purpose of health promotion, which is to enable people to live healthy lives.

1. Promotional material delivered by Instagram

Table 5. 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 6, 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 disease and its prevention, use of health services. increasing social support and sharing support with others so that the community is able to independently disseminate their positive experiences about healthier behavior changes. (Sarah, 2015)

1. Exellence in health promotion on instagram

Table 6. 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 6, 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 certainly be easier to attract attention to see and read health content as a means of promotion. This shows that what needs to be considered is the content that is interesting and easy to understand. Now Instagram can not only share photos, it can also be used to upload videos for 15 seconds.

Image sharing provides value for health communication activities by providing health images. Organizations can capitalize 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)

1. Criteria for the success of health promotion program through Instagram

Table 7. Success criteria for health promotion

|  |  |  |
| --- | --- | --- |
|  | F | % |
| total/frends/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 the success of health promotion in IG can be seen in table 9, according to the survey of understanding of each content that is 44.7%. Seeing content from social media that highlights photos or videos and is supported by easy access will certainly be easier to attract attention to see and read health content as a means of promotion. This shows that what needs to be considered is the content that is interesting and easy to understand.

1. Success of health promotion through Instagram (IG)

Table 8. 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 10, 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.

**CONCLUTION**

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, especially the Hospital Administration Study Program, the following conclusions can be drawn:

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

**Reference:**

Ems, L., & Gonzales, A. L. (2016). Subculture-centered public health communication: A social media strategy. *New Media & Society*, *18*(8), 1750–1767. https://doi.org/10.1177/1461444815570294

Fitzgerald, M., & McClelland, T. (2017). What makes a mobile app successful in supporting health behaviour change? *Health Education Journal*, *76*(3), 373–381. https://doi.org/10.1177/0017896916681179

Iyawa, G., Herselman, M., Science, A. B.-P. C., & 2016, undefined. (n.d.). Digital health innovation ecosystems: From systematic literature review to conceptual framework. *Elsevier*. Retrieved from https://www.sciencedirect.com/science/article/pii/S1877050916323171

Korda, H., & Itani, Z. (2013). Harnessing Social Media for Health Promotion and Behavior Change. *Health Promotion Practice*, *14*(1), 15–23. https://doi.org/10.1177/1524839911405850

Mackert, Mi., Guadagno, M., Lazard, A., Donovan, E., Rochlen, A., Garcia, A., & Damásio, M. J. (2017). Engaging men in prenatal health promotion: a pilot evaluation of targeted e-health content. *American Journal of Men’s Health*, *11*(3), 719–752. Retrieved from http://journals.sagepub.com/doi/abs/10.1177/1557988316679562

Neiger, B. L., Thackeray, R., Van Wagenen, S. A., Hanson, C. L., West, J. H., Barnes, M. D., & Fagen, M. C. (2012). Use of Social Media in Health Promotion. *Health Promotion Practice*, *13*(2), 159–164. https://doi.org/10.1177/1524839911433467

Nikoloudakis, I. A., Vandelanotte, C., Rebar, A. L., Schoeppe, S., Alley, S., Duncan, M. J., & Short, C. E. (2018). Examining the Correlates of Online Health Information–Seeking Behavior Among Men Compared With Women. *American Journal of Men’s Health*, *12*(5), 1358–1367. https://doi.org/10.1177/1557988316650625

Nimkar, S. (2016). Promoting individual health using information technology: trends in the US health system. *Health Education Journal*, *75*(6), 744–752. Retrieved from http://journals.sagepub.com/doi/abs/10.1177/0017896916632790

Panahi, S., Watson, J., & Partridge, H. (2016). Social media and physicians: Exploring the benefits and challenges. *Health Informatics Journal*, *22*(2), 99–112. https://doi.org/10.1177/1460458214540907

Puljak, L. (2016). Using social media for knowledge translation, promotion of evidence-based medicine and *high* -quality information on health. *Journal of Evidence-Based Medicine*, *9*(1), 4–7. https://doi.org/10.1111/jebm.12175

Sciences, M. del C. O.-N.-P.-S. and B., & 2017, undefined. (n.d.). The use of new technologies as a tool for the promotion of health education. *Elsevier*. Retrieved from https://www.sciencedirect.com/science/article/pii/S187704281730006X

Strekalova, Y. A. (2017). Health Risk Information Engagement and Amplification on Social Media. *Health Education & Behavior*, *44*(2), 332–339. https://doi.org/10.1177/1090198116660310

Aditya, R. (2015). “Pengaruh Media Sosial Instagram Terhadap Minat Fotografi Pada Komunitas Fotografi Pekanbaru”. Pekanbaru: Jom FISIP Volume 2 No 2

Nasrullah, Rully. (2015). Media Sosial : Perspektif, Budaya, dan Sosioteknologi. Bandung: Simbiosa Rekatama Media

Safko, L., & Brake, D. K. (2009). *The Social Media Bible*. Hoboken, New Jersey: John Wiley & Sons, Inc.

Notoatmodjo, S. 2005. *Promosi Kesehatan: Teori dan Aplikasi*. Jakarta: Rineka Cipta.

Leonita 2018. Tinjauan Literatur, , Jurnal Inovasi Vokasional dan Teknologi, Volume 18 Number 2)

Cutrona, Sarah L et,al (2015) Health information seeking on behalf of others: Characteristics of ‘surrogate seekers’. J Cancer Educ. 2015 March ; 30(1): 12–19 : doi:10.1007/s13187-014-0701-3.

CDC (2011) The Health Communicator’s Social Media Toolkit. Office Of The Associate Director For Communication