

## Utilization of Social Media as a Communication Tool in Health Promotion

### *Pemanfaatan Media Sosial sebagai Alat Komunikasi dalam Promosi Kesehatan*

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#### Article Information

#### ABSTRACT

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Social media has become an effective communication tool in health promotion efforts. In today's digital age, the use of social media has increased among the public, making social media platforms useful for disseminating health information and encouraging people to adopt healthier lifestyles. In this article, we explore what is unique about social media, as well as its challenges. In health promotion, the use of social media has a huge advantage as it allows you to reach a wider audience. With millions of users active on various social media platforms such as Facebook, Instagram, and Twitter, it is easy to send health messages to thousands of people within seconds. Social media also allows the public and health information providers to interact directly, which allows for fruitful discussions and advice to be given in real-time.

#### **Abstrak**

*Media sosial telah menjadi alat komunikasi yang efektif dalam upaya promosi kesehatan. Dalam era digital saat ini, penggunaan media sosial telah meningkat di kalangan masyarakat, menjadikannya platform di media sosial berguna untuk menyebarkan informasi tentang kesehatan dan mendorong masyarakat untuk menerapkan gaya hidup yang lebih sehat. Dalam artikel ini, kami menjelajahi apa saja keunikan yang dimiliki oleh media sosial, beserta tantangannya.*

*Dalam promosi kesehatan, penggunaan media sosial memiliki keuntungan besar karena memungkinkan Anda menjangkau khalayak yang lebih luas. Dengan jutaan pengguna yang aktif di berbagai platform media sosial seperti Facebook, Instagram, dan Twitter, adalah mudah untuk mengirimkan pesan kesehatan ke ribuan orang dalam hitungan detik. Media sosial juga memungkinkan masyarakat dan penyedia informasi kesehatan berinteraksi secara langsung, yang memungkinkan diskusi yang bermanfaat dan saran yang diberikan secara real-time.*



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### 1. Introduction

Social media has become an important and inseparable part of our lives today. With an ever-increasing number of users, social media has evolved into

an effective communication tool to deliver messages to the wider community. In the health sector, the use of social media as a means of communication in health promotion has become one of the effective methods to reach a wide audience, increase public awareness and knowledge of health issues, and influence people's behavior in maintaining their health (Chen J, Wang Y, 2021).

According to data obtained from the We Are Social report, social media users in Indonesia in 2023 reached 167 million people, or 60.4% of the total population. This number has increased from 2022 which reached 160 million people, or 58.3% of the total population. Data on social media users in Indonesia is also associated with data on connected mobile devices, which reached 353.8 million people, or 128% of the total population, and data on internet users, which reached 212.9 million people, or 77% of the total population (Rizaty, M. A., 2023).

In this context, it is worth noting how social media can help the wider community obtain health information. Not only does it send messages, but it also allows people and health information providers to interact with each other (Smailhodzic., etc. 2016). Social media serves as a communication tool that allows for more dynamic discussions online, where questions can be asked, responses can be given, and discussions can form.

The ability to reach a wide audience is one of the main advantages of utilizing social media. With millions of users across Indonesia, health information can be disseminated quickly and effectively (Wahyuni, etc. 2022). This becomes very important in health promotion efforts because it can increase public awareness of the importance of healthy living. In other words, social media serves as a bridge that connects various layers of society with relevant information about health (Pandhika, D., Stiawati, T., & Jumiati., 2023).

It is important to remember that the success of health promotion through social media depends on the content of the information delivered and the quality of the content (Leonita, E., & Jalinus, N., 2018). An engaging, informative, and easy-to-understand content has great potential to attract public attention. Therefore, it is crucial to involve health professionals, graphic designers, content experts, and influencers in creating content for health promotion efforts on social media.

Through discussion groups or forums, individuals can share experiences, seek support, and get more information about the health issues they face. These communities not only support the delivery of information, but also create a sense of solidarity and mutual support among members.

However, like the two sides of a coin, the utilization of social media in health promotion also poses a number of challenges. The rapid and massive dissemination of information can backfire if the information conveyed is inaccurate or even harmful (Yustikasari, 2022). Therefore, further efforts are needed to ensure that health information disseminated through social media comes from reliable and validated sources.

In this context, this article explores the benefits and challenges of utilizing social media as a communication tool in health promotion. By delving deeper into these aspects, it is hoped to provide a better picture of how social

media contributes to the overall improvement of public health (Singh, S. P., 2016).

## 2. Result and Discussion

WHO says health promotion is the process of encouraging individuals and communities to improve their ability to rely on factors that affect health so that they can improve their health status. Starting from the WHO definition, Indonesia defines health promotion as an effort to improve the ability of the community through learning from, for, and with the community so that they can help themselves (independently) and develop community-resourced activities that are in accordance with local socio-culture and supported by health-minded public policies.

Social media is a type of online media that allows users to interact, share content such as writing, photos, and videos, and carry out social activities online and users can socialize with each other without being limited by time and space. We can easily share information about the importance of maintaining health to many people through social media. Social media platforms can help serve as a communication tool to promote health. By using engaging images, videos, and posts, we can reach a larger audience and inform people about healthy lifestyles, diet, exercise, and the latest medical news. Social media also allows users to interact directly with their followers through private messages and comments.

**Table 1.**  
**Social media platforms in health promotion efforts**

	<b>Platform</b>	<b>Efektivitas</b>
<b>Social media in health promotion efforts</b>	Instagram	According to data collected by Napoleon Cat, the number of Instagram users in Indonesia in October 2023 reached 113.4 million, a 2% increase from the previous month of 111.19 million users. This is also a 16.5% increase compared to the same period in the previous year, where the number of users was recorded at 97.38 million in October 2022 (Rizatya, M. A., 2023, 11 21). A total of 63% of Instagram users access the app at least once every day. On average, they spend about 29.2 minutes browsing the app each day. Instagram has capabilities that allow users to share content such as photos, videos, stories and IGTV. Users can also communicate through the comments feature.
	TikTok	TikTok is the most popular app in the world. Due to its attractive appearance and interesting

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	<p>features, this short video app has successfully attracted the attention of many people, especially children and teenagers. Indonesia is second only to America with 99.1 million active TikTok users who spend an average of 23.1 hours per month (Rizaty, M. A. 2023, 09 27).</p>
Facebook	<p>Indonesia is the third largest Facebook user in the world with 119.9 million users (Annur, 2023). The features on Facebook are almost the same as Instagram. The use of Facebook is mostly from adults aged 25 - 34 years, while Instagram is dominated by teenagers aged 18 - 24 years.</p>
Youtube	<p>YouTube users in Indonesia reach 139 million users, YouTube is the number 1 video sharing website in the world. The Indonesian Ministry of Health uses YouTube to disseminate information about health, there are already more than 100 videos about health that have been uploaded by the channel by the Ministry of Health's Ayo Sehat channel. In the channel users can also listen to podcasts about health.</p>
Twitter	<p>With more than 305 million active users every month, Twitter, the most popular microblogging platform in the United States has a large reach ranging from teenagers and adults. The 140-character message limit keeps tweets short and encourages users to respond quickly and easily. In addition to receiving messages, Twitter users share, send and repost messages more frequently.</p>
WhatsApp	<p>WhatsApp is the most popular application among the public, WhatsApp allows users to communicate with each other via chat, video calls, voice messages, and also penguins can send media in the form of photos, videos or other file types. WhatsApp is one of the most popular applications worldwide with 2.45 billion users. Currently the Indonesian Ministry of Health has joined the channel feature on the WhatsApp application, in the Channel we can see the latest updates on health information, which are uploaded every day.</p>

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Judging from the amount of social media usage in Indonesia, social media can be an effective communication tool for health promotion efforts.

Social media has many unique features:

- a. Allows various content formats (text, photos, multimedia).
- b. Enables high speed and large-scale coverage for sharing and distributing information.
- c. Provides multiple levels of communication: One-to-one, one-to-many, and many-to-many.
- d. Enables synchronous real-time and asynchronous communication.
- e. Easily accessible with computers, tablets, and mobile devices, and does not require specialized IT skills.
- f. Free access

To maximize health promotion efforts using social media, a good strategy is needed. Developing a targeted social media marketing strategy is one effective way. This plan includes clear objectives, target audiences, and the actions that will be taken to achieve them.

In addition, it is important to choose the right social media platform. Each platform has different characteristics and audiences. For example, Instagram is more suitable for visual content, while Twitter is more suitable for sharing brief information. By choosing a platform that suits the target audience, health promotion messages can be more effectively delivered.

content in efforts in health promotion through social media include:

a. Infografis

Infographics are an effective way of conveying health information in an engaging and easy-to-understand way, using graphs, charts, timelines, and other visual elements. Posters uploaded to social media platforms about health behaviors are examples of the use of infographics in health promotion efforts. Infographic content is more commonly used on platforms such as Instagram, WhatsApp, and Facebook.

b. Video Tutorial

Video tutorials are very popular social media content. This content can be used in health promotion efforts to provide guidelines on exercise, healthy eating, or other health issues. This way, social media users can see and follow the procedures first-hand. Healthy exercise videos, how to wash your hands and other health education videos are examples of efforts in health promotion. This type of content is more commonly used on TikTok and YouTube platforms.

To make the content more engaging, it requires the help of several experts in the field of health professionals, graphic designers, content experts, and influencers. Influencers or people who have a great influence on social media can be a strategic partner in health promotion. Influencers can help spread health promotion messages to their target audience in a more personalized and trusted way.

The utilization of social media in health promotion efforts has several challenges, including:

1. Poor information quality

Poor quality information poses a dangerous challenge to health promotion efforts. Information that is inaccurate, unverified or unsupported by scientific evidence can cause people to gain a false understanding of health and make inappropriate decisions. One of the dangers of poor information quality is the spread of false information or hoaxes. Inaccurate or unverified information can easily spread through social media and online platforms, and can influence people's perceptions and actions regarding health.

2. Privacy and security breaches

When consumers share their health information via social media, privacy and security are of utmost importance. While social media provides unlimited access to information, it is important to be aware of some privacy and security policies when using social media.

Here are some things to keep in mind:

- a) Privacy Policy: Pay attention to the privacy policy of the social media platform used, to ensure how personal data is used and protect personal data.
- b) Personal Information: Avoid providing sensitive personal information such as phone numbers, home addresses, or other personal information on social media.
- c) Consider the Risks: When sharing health information on social media, always think about the risks. Make sure you know what can happen and the impact on privacy and security.

### 3. Conclusion

Social media has become an effective communication tool in health promotion efforts. In today's digital age, the use of social media has increased among the public, making social media platforms useful for disseminating health information and encouraging people to adopt healthier lifestyles. In this article, we explore what is unique about social media, as well as its challenges. In health promotion, the use of social media has a huge advantage as it allows you to reach a wider audience. With millions of users active on various social media platforms such as Facebook, Instagram, and Twitter, it is easy to send health messages to thousands of people within seconds. Social media also allows the public and health information providers to interact directly, which enables fruitful discussions and advice to be given in real-time. In addition, social media also allows the delivery of health information in a variety of formats that appeal to its users. Videos, images, and infographics can be used to explain complex concepts about health in a way that is easily understood by the public. Such creative content not only attracts the attention of social media users, but can also increase the level of public understanding and awareness about health.



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