

# Social Media Health Prevention Strategies for Hospitals to Captivate Young Adults' Interest

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## INDEXING

### Keywords:

Health Promotion;  
Social Media;  
Youth;  
Health Promoting  
Hospital

## ABSTRACT

Social media has the potential to be used by hospitals to play their role as health-promoting hospitals. By utilizing social media, hospitals can perform health prevention services at a reasonable cost. Nowadays, youths are more likely to suffer non-communicable diseases (NCD) like Diabetic Mellitus due to lifestyle changes that are sedentary. However, most youths consider that health promotion messages that already exist are unappealing. The purpose of this study is to determine the relevant strategy to deliver a health promotion message through social media that can captivate the youth's interest. This study is a qualitative study with a phenomenology design. Data collection was carried out from three focus group discussions (FGD) that were selected by purposive and selective sampling methods. The data was then analyzed with the inductive theme analysis method. Triangulation and transferability tests were conducted to assess the validity of this study. Health promotion delivery must ensure that the message is attractive and easy to understand. To expand the target audience's understanding, health promotion should be done by considering what the message is, who the target is, what kind of content is, and on what platform. Besides, the content should be relevant, entertaining, credible, and easy to be understood.

### Kata kunci:

Promosi Kesehatan;  
Media Sosial;  
Remaja;  
Promosi Kesehatan  
Rumah Sakit

Media sosial menjadi peluang bagi rumah sakit dalam menjalankan perannya sebagai Health Promoting Hospital. Pemanfaatan media sosial oleh rumah sakit dapat mencakup layanan kesehatan preventif dengan biaya yang relatif terjangkau. Generasi muda saat ini lebih rentan terkena penyakit tidak menular (PTM) seperti Diabetes Mellitus akibat perubahan gaya hidup yang sedentary. Sebagian besar remaja menganggap pesan promosi kesehatan yang sudah ada saat ini tidak menarik bagi mereka. Tujuan dari penelitian ini adalah untuk mengetahui strategi yang relevan dalam menyampaikan pesan promosi kesehatan melalui media sosial yang dapat menarik minat generasi muda. Penelitian ini merupakan penelitian kualitatif dengan desain fenomenologi. Pengumpulan data didapatkan melalui tiga diskusi kelompok terfokus (FGD) yang dipilih dengan metode purposive dan selective sampling. Data kemudian dianalisis dengan metode analisis tema induktif. Uji triangulasi dan transferabilitas dilakukan sebagai validitas penelitian ini. Untuk memperluas pemahaman target audiens, penyampaian promosi kesehatan harus disusun agar pesan menarik dan mudah dipahami, mempertimbangkan apa pesannya, siapa sasarannya, kontennya seperti apa, dan pada platform apa pesan akan disampaikan. Selain itu, konten harus relevan, menghibur, kredibel, dan mudah dipahami.

**Article history:** Received 2023-02-10; Revised 2023-09-08; Accepted 2023-10-07

## INTRODUCTION

Non-communicable diseases (NCDs) were becoming a burden for the hospital due to the high cost of care. In a study at a tertiary hospital in India, hospitalization caused by NCDs requires direct costs, reaching 58.6% of the total hospital operating costs (International Diabetes Federation, 2021; Joseph & Gupta, 2016). Based on The World Economic Forum and the Harvard School of Public Health, in countries with lower middle incomes, it is estimated that this preventable disease costs an average of nearly US\$ 500 billion per year during the period 2011-2025 (WHO, 2011). In developing countries, changes in urban lifestyles, which include decreased physical activity patterns, poor lifestyles, and food



choices, have increased the prevalence of overweight and obesity. The condition of obesity in the form of excess body fat is a metabolic risk factor, such as the incidence of increased blood pressure, increased blood glucose, and increased total blood cholesterol (Dixon-Fyle et al., 2012; Mhlanga & Sookan, 2018). Changes in the lifestyle of today's youths, who tend to be sedentary and have unhealthy eating patterns, lead to overweight and obesity. In addition, the convenience of technology that causes low physical activity and high levels of stress in youths increases the risk of developing Diabetes Mellitus, leading to a decrease in the quality of life for the youth population (Gingras et al., 2018; Kansra et al., 2021; Twig et al., 2020).

Health promotion as an effort to change lifestyles and healthy living behavior requires the role of attention to each individual. In order to make individuals want to access information related to health promotion, content, media, or systems in online social networks, the content submitted must be made in such a way that it does not only present information but must attract attention, entertain, lead to stimulation of self-evaluation / self-evaluation discovery related to lifestyle and awareness to strive to maintain personal health (Kamal et al., 2014). Based on the Health Belief Model (HBM) theory, the willingness to change behavior can be the start of adopting a healthy lifestyle if it is based on the right beliefs. Desire can develop because they are exposed to information that increases individual awareness and knowledge regarding symptoms, social impacts, and health education campaigns (Abraham & Sheeran, 2014; Janz & Marshall Becker, 1984). However, most young generations consider that the current health promotion messages are not relevant to them, and the messages do not help them overcome perceived barriers and are not packaged or relevant to them (Berry et al., 2018). The use of social media for health awareness purposes is positively influenced by the perceived usefulness of social media and the design or form of health information delivered (Alsisi et al., 2020). The right level of attention-grabbing ability is needed for a promotion to trigger or impact an individual as a motivation.

Social media can be an opportunity for hospitals to carry out their role as health-promoting hospitals and also improve their financial performance at a low cost through developing health-promotion strategies. Social media has a positive impact on perceptions of behavior change in the field of public health by increasing awareness and knowledge of health by delivering short messages to targeted people (Al-Dmour et al., 2020). Choosing the right educational method is the main factor for success in efforts to deliver health messages (Gagnon & Sabus, 2015; International Network of Health Promoting Hospitals and Health Services, 2020; Kusumo, 2021). Motivation in individuals will direct the individual readiness and cues to action. The greater the attention given, the greater the impact achieved, so this study aims to define a strategy that the hospital must carry out so that health promotion delivery by using social media can be relevant to the young generations. This study also contributes to providing the hospital with preparation for its role as a health-promoting hospital.

## RESEARCH METHOD

This study is a qualitative study with a phenomenological design to identify and explore how to conduct relevant social media-based health promotion as a strategy for preventing NCDs in youths. Data were collected by conducting three FGDs with five third-semester students of the Faculty of Medicine and Health Sciences, five third-semester non-medical

students, and five youth activists. Participants were selected through a purposive sampling method and a self-selection mechanism. Furthermore, observation activities were carried out by researchers through unobtrusive observation/hidden observation techniques, where researchers observed the tendency of youth lifestyles in youths through social media by following their social media accounts. The validity of this research was carried out through data triangulation during the implementation of the Focus Group Discussion. The transferability test is carried out by delivering the results of the research and then observing the responses from information and communication experts. Data analysis in this study used the inductive thematic analysis method. Through this method, the results of in-depth interviews and FGDs will be narrated into transcripts, which will then be coded. Coding will be carried out through identification as an initial code and also a category code, which will then obtain a theme through the category code.

## RESULTS AND DISCUSSION

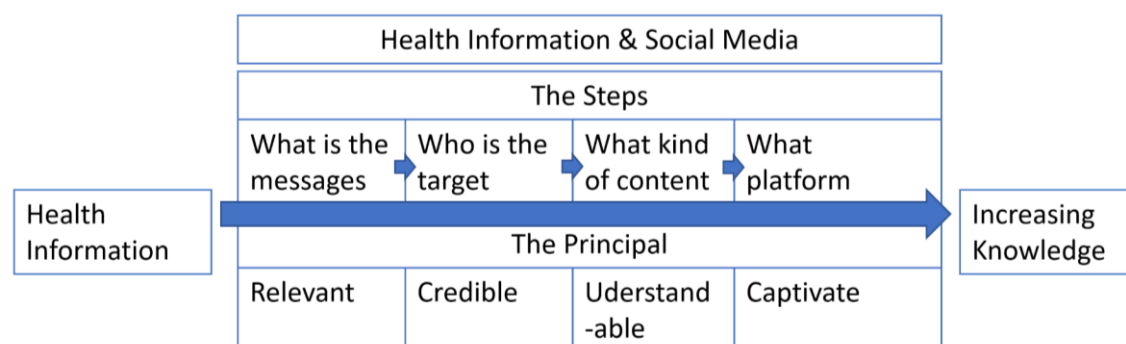
Health promotion messages about prevention in youths can be carried out by exposing information to increase knowledge, which in turn will have an impact on changing attitudes by increasing awareness of NCD, one of which is Diabetes Mellitus. This change requires a fundamental desire that begins with a change in mindset. Awareness of the risk factors caused by the lifestyle of youths is currently not widely known because exposure to information is still small. Health messages related to Diabetes Mellitus have not reached all youngsters because not all youth communities understand the importance of disease prevention. Youths tend to access health information when they experience the illness. The majority of youths are not aware of the current lifestyle that puts them at risk of experiencing DM. Health promotion efforts can be carried out by analyzing what approaches are currently popular with youths concerning their effects on health (Abraham & Sheeran, 2014; Janz & Marshall Becker, 1984; Rosenstock et al., 1988).

Exposure to information on an individual can increase knowledge, which will further increase the individual's awareness/attitude toward Diabetes Mellitus. Delivery must begin by analyzing the things that are of interest to the target health promotion message. It follows the Uses and Gratifications (U&G) theory, where an individual uses certain types of media based on the gratification or benefits they receive from using the chosen media. This theory assumes that users actively use certain media intending to gain interest by selecting platforms that are relevant and interesting to them. Gratification is divided into two: those that users consciously seek and those that are obtained due to exposure to media platforms (Child & Haridakis, 2018; Kamal et al., 2012; Ridgers et al., 2017).

Along with the development of technology and media, the audience chooses the media according to their individual needs related to differences in motivation for using social media for each individual. Participants who were not from the health sector revealed that they had never seen education related to Diabetes Mellitus. Educational content related to health issues has not appeared much on social media. The majority of participants stated that health-related content was still small. They also stated that seeing health information, they tend to pass this information because it is less interesting and uses too much medical language. Strategies for delivering health messages need to be planned so that the messages delivered are interesting and easy to understand to increase the knowledge of the target

audience through social media-based health promotion models for youths (Shermer, 2004; Teixeira, 2014).

Strategies in delivering health messages need to be planned so that the messages delivered are interesting and easy to understand to increase the knowledge of the target audience. Through this social media-based health promotion model, steps to deliver health messages through social media need to be planned and prepared through several stages.



**Picture 1.** Social Media-Based Health Promotion Strategies to Youths

#### A. What are the messages?

At this stage, determining what health message will be delivered becomes an important factor. There is a need to consider whether it is related to general information about the disease, disease course, risk factors, complications, or ways to prevent the disease. The health promotion team needs to determine the topic and essence of the message to be delivered (Sala et al., 2021; Teixeira, 2014).

#### B. Who is the target?

The target of the health messages that will be delivered is an important factor in order to attract the attention of the audience. Each circle or community has its preferences in accessing information on social media. When we want to attract the attention of youths and older people, of course, there are different approaches in terms of language, method of delivery, and topics discussed. Youths tend to access information that is currently trending or related to the health problems they are experiencing (Edington et al., 2016).

Young adults can prevent Diabetes Mellitus by exposing information that can increase knowledge, which in turn will have an impact on changing attitudes by increasing awareness of DM. This change requires a fundamental desire that begins with a change in mindset. Awareness of the risk factors caused by the lifestyle of youths is currently not widely known because exposure to information is still small. The majority of youths are not aware of the current lifestyle that puts them at risk of experiencing DM. Health promotion efforts can be carried out by analyzing what approaches are currently popular with youths concerning their motivation for their health (Dolan et al., 2016; WHO, 2017).

### C. What kind of content?

At this step, determining how the message will be packaged became important. The youths prefer the health message content delivered by audiovisuals like videos and infographics. Audiovisual content is more interesting and can provide information that can be easily understood. Creating audiovisual content is the preferred content type that can be shared on different platforms at the same time (multiplatform). The use of visual media stimulates thought processes and makes health messages easier to understand (Aydin et al., 2021; Kusumo & Kusumawati, 2022).

### D. What Platform?

Determining the platform to share the health promotion message is crucial to the health message reaching more youths. They preferred audiovisual platforms like TikTok, Instagram Reels, and YouTube Shorts. Merging elements of entertainment functions, educational functions, and social functions can create interest that facilitates the delivery of messages (Kusumo et al., 2021; WHO, 2017; Yohanna, 2020).

These steps can be a health promotion effort that can attract the attention of youths. There is a lot of health information circulating, but the reliability of this information cannot be justified. Efforts to deliver health promotion need to be based on the principle that the information delivered is relevant, credible, understandable, and captivating. Health information must be made relevant by taking into account the intended audience by considering the value or value of the target. The source of the health information delivered needs to be based on an accountable or credible source. Information is based on evidence-based medicine (EBM), which can be obtained from scientific journals and data from health institutions as well as from health professionals, including doctors, medical specialists, pharmacists, nutritional analysts, nurses, and others. Submission of health information needs to be delivered using language that is easy to understand, not using medical terms or explanations that are too scientific. Delivery in a relaxed and entertaining manner makes information easily captured and understood (Manning, 2014; Kusumo, 2021).

Using simple analogies and simplifying medical language makes health information easier to understand. Health promotion efforts need to be delivered in order to attract the attention of the target. The communicator factor, the relaxed way of delivery, and the packaging of content that is easy for the target to understand is the main attraction for the audience. Exposure to information delivered based on the principles and stages of the health promotion model can be an effort to increase the knowledge of young adults about Diabetes Mellitus. This increase in knowledge will then increase youth awareness of DM so that it will trigger efforts to change behavior (Janz & Marshall Becker, 1984; Rosenstock et al., 1988).

## CONCLUSION

Strategies in delivering health messages need to be prepared and planned so that the messages delivered are interesting and easy to understand to increase the knowledge of the target audience. Delivery of health promotion can be done by determining what the message is, who the target is, what kind of content is, and on what platform, taking into account the principle that the information delivered is relevant, entertaining, credible, and easy to

understand. The method of delivering relevant information aims to increase knowledge, which will then increase youth awareness of their health so that it will trigger efforts to change the behavior.

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