

The Creation of Health Content on Social Media to Attract Public Interest in Health Literacy

Mohammad Ali

1 Universitas Gadjah Mada, e-mail: mohammadali@mail.ugm.ac.id

Abstract: This research aims to analyse health content creation on social media to attract public interest in health literacy. Because social media is considered a medium of entertainment, health education is a medical approach. The method used in this research is qualitative, and data collection is a review of journals, books, and other relevant sources for this research. The data analysis is done by reviewing each data source and analysing the correlation with the research. The results showed that creating health content on social media is an effort to attract public interest in health literacy because social media is a medium of entertainment in interacting and sharing information. People are interested in getting information from social media due to the creation of exciting content such as YouTube, x / Twitter, TikTok, Instagram, and other media. The efforts to create health content on social media are because social media has good effectiveness and can be used as a medium for promotion and health education. In addition, communication is part of the success of health policy. It is appropriate for every individual to pay attention to health factors as primary needs in their lives.

Keywords: Social media, Health literacy and Health policy

INTRODUCTION

Advances in information technology have encouraged health content creators to convey ideas creatively and innovatively. This can attract people to read and access health content through digital media and encourage them to care about health literacy. According to Anisah, Sartika, and Kurniawan (2021), social media has become an interactive platform for individuals, communities, and organisations to share, discuss content, and introduce new information. Social media also impacts universal health coverage, which increases user engagement in their health access and can increase awareness of health in general.

According to the Indonesian Internet Service Providers Association (APJII) report, the number of Internet users in Indonesia continues to increase. In 2024, there were 221 million users, and in the previous year, 2023, there were 215 million users. So, there was an increase in internet users from the previous year of 1.31 percent (Survei APJII, 2024). So, the delivery of ideas about health

through digital media has great potential in the dissemination of information in the community from various regions and circles.

Rachmawati and Agustine (2021) said that in the information era, many people use technology to make life easier. This causes the communication process to change dramatically, as does the use of computers, mobile phones, and other advanced technology products. In addition, the world is dominated by technology that connects all activities through the Internet. The Internet makes the world a small place. People can know the past and present with a single click.

The research on the health content on social media that has been done previously is divided into several parts. First, the use of digital media in health education and promotion, such as social media as a health promotion medium (Khansa & Sodik, 2022), Analysis of the Use of Social Media in Hospital Marketing Strategy (Insani & Nurdan, 2022), Health Education with Animated Video Media (Aisah et al., 2021), The Use of Instagram Social Media in Improving Health Literacy in Students (Anisah et al., 2021). Second, the development of information technology in health, such as the development of information and communication technology in the e-health system alodokter.com (Prasanti & Indriani, 2018), Portrait of Health Information Media for Urban People in the Digital Era (Prasanti, 2017), and other research. Of course, the theme that discusses health outside information technology is very much.

In this research, the author wants to complement this by raising the title of health content creation on social media to attract public interest in health literacy in the digital era. Because society, in general, considers social media as entertainment, not serious media that displays various academic approaches. Moreover, the world of health is a medical approach, so if health education is not delivered creatively and innovatively, it will be abandoned by social media users, both YouTube, x / Twitter, TikTok, Instagram and other media so that the people will switch to content that provides entertainment.

So, this research is needed to attract the public to the world of health through video viewing, photos, and other means of entertainment. In addition, this research is expected to encourage content creators in health education to be more creative and innovative in conveying their ideas, including the duration of delivery time. Thus, the public will be entertained and interested in watching him.

METHOD

The method used in this research is qualitative; this is based on the purpose of research, namely the creation of health content to attract public interest in health literacy, where the research process requires qualitative analysis. The data collection reviews journals, books, and other relevant sources for this research. So that this research has a solid analytical base. The data analysis is done by reviewing each data source and analysing the correlation with the research. This will allow this

research to get objective, valid results and become an alternative for parties who have academic and non-academic interests in this research.

RESULT

Health content creation on social media aims to attract public interest in health literacy. Social media is a medium of entertainment for interacting, sharing, and getting information. So, building social interaction requires creative and innovative methods. One of these is the creation of health content on social media as an effort to attract public interest in health literacy. Health promotion education is one approach that aims to provide knowledge and information and develop the skills necessary for individuals or groups to make informed choices about specific health behaviours (Sembada et al., 2022).

The use of social media as an effort to attract public interest in health literacy is based on a report by the Indonesian Internet Service Providers Association (APJII) in 2023 that the reason people use the internet is to access social media (including accessing Facebook, Whatsapp, Telegram, Line, Twitter, Youtube, Instagram etc.) is the highest at 3.33. The reason for being able to access information/news is 3.15. The reasons for being able to work or study from home are 3.11. The reason for being able to access public services is 3.05. The reason for being able to make an online transaction is 2.92. The reason for being able to use email is 2.91. The reasons for being able to access entertainment content (online games/TV/radio/online video) are 2.9. The reason for being able to access financial services is 2.86. Reasons to access online transportation of 2.85 (APJII, 2023). This can be seen in Figure 1:

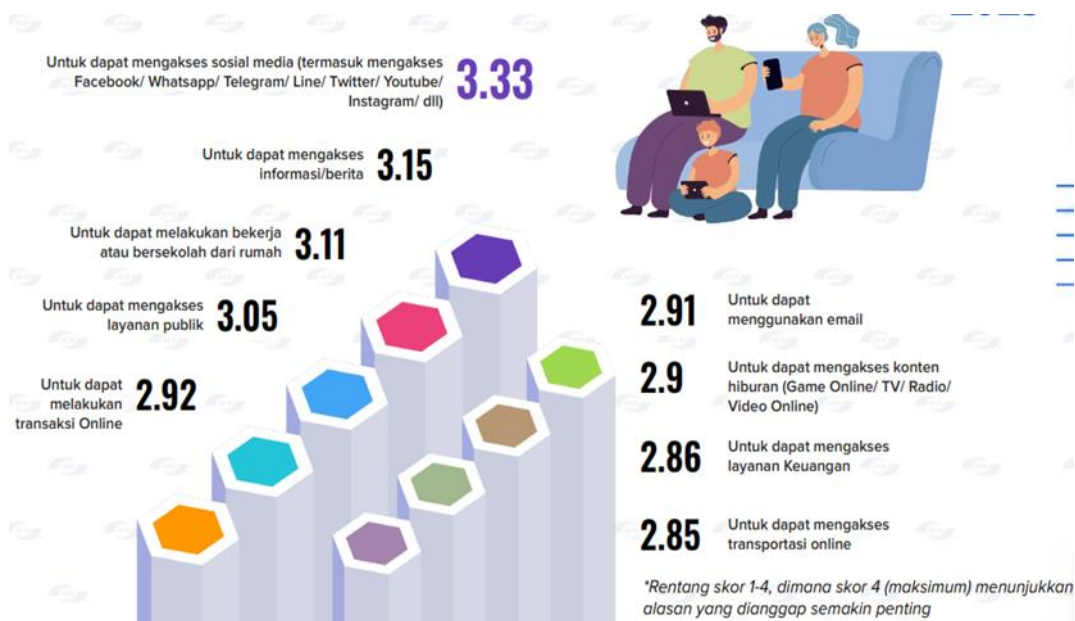


Figure 1: The reason people use the Internet (APJII, 2023)

Then, the most preferred social media content is based on reports from Surv Lokadata report (2024) about the most liked social media content. As a result, from 1,322 respondents, as many as 65% of respondents liked hobby-related content. As many as 49% of respondents like entertainment and comedy content. Furthermore, as many as 44% of respondents like news and information content; this is related to current issues published on social media, followed by 42% of respondents who use social media to browse personal photos and videos. In addition, as many as 26% of respondents like the advertising content of a product or event information, usually containing events with attractive promos. Then, as many as 25% of respondents like inspirational content containing meaningful aphorisms as self-encouragement. The remaining 1% of respondents liked other content. This can be seen in figure 2:

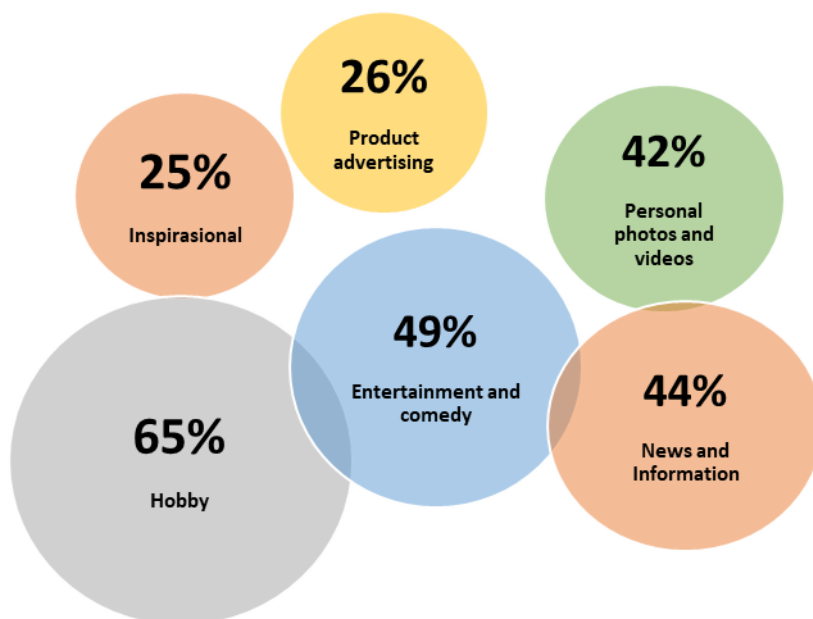


Figure 2: The most liked social media content (Surv Lokadata, 2024)

There are nine features of individuals with digital health literacy. (Eumbunnapong, Wannapiroon, & Pornpongtechavanich, 2022): 1) healthcare accessibility; 2) social support network accessibility; 3) understanding; 4) ability to leverage digital technology to solve problems; 5) Digital literacy; 6) competence in operating computer equipment; 7) health knowledge; 8) assessing the relevance of the content, and 9) making appropriate health decisions, as shown in figure 3:

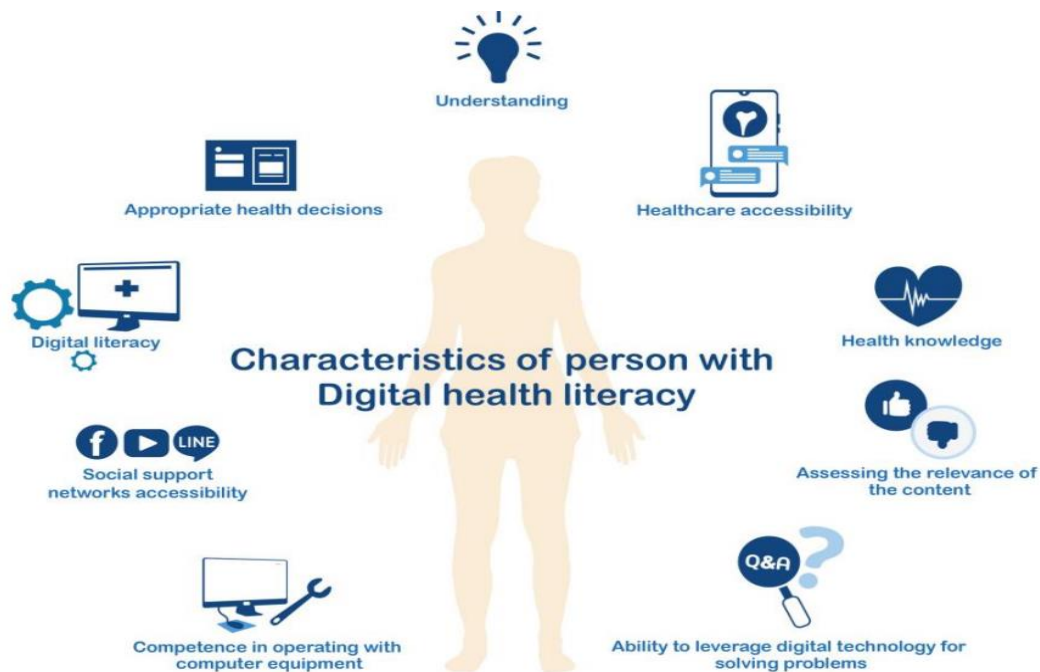


Figure 3: Characteristics of a person with digital health literacy (Eumbunnapong, Wannapiroon, & Pornpongtechavanich, 2022)

According to Figure 3, a person with digital health literacy possesses several key characteristics. They have access to a complete range of digital healthcare services from start to finish. They can connect with a network that includes other individuals, doctors, and healthcare providers, creating a sustainable ecosystem. They understand and can utilise digital technology to address local healthcare issues wherever they are. They can receive guidance on prescriptions and communicate with their doctors for illness management. They also have computer skills and are capable of handling computer equipment. Additionally, they have health literacy and can navigate online healthcare systems to gain insights into comprehensive healthcare. They can evaluate content related to severe or chronic illnesses and make informed health decisions. (Eumbunnapong, Wannapiroon, & Pornpongtechavanich, 2022).

Health access is important in the form of digital platforms ranging from social media to other media. Digital media can be widely accessed by the public and more easily. Ideally, services in digital media can be provided easily on various social media, considering that now is the era of technology and the Industrial Revolution 5.0.

In addition, social support networks such as members, doctors, and others should certainly be easier. Technology can connect with anyone anytime and anywhere. This convenience can build interaction between digital platform users and doctors and can carry out better communication in health services. Digital users can convey freely even sensitive matters related to various things about health.

Understanding the use of technology for service providers can be done by facilitating digital platforms. Because in today's era, the use of digital platforms is not enough in its utilisation. However, it also makes it easier to use. The many features in the digital platform can be designed according to the wishes of technology users. So, this effort needs to consider how health services through technology can be done as quickly and simply as possible.

The ability to manage computer equipment and use online health care systems to provide opinions on holistic health care can be done by building an environment that is literate to health technology. This habituation aims to attract public interest in health literacy using existing technology. Through social media, web or other media, to create an environment that can manage computer equipment in health.

Then, people can assess the relevance of health-related content and make informed health decisions through easy health access, social network support such as doctors and health care providers, knowledge and capability to operate computer equipment, health literacy, and use of online health care systems.

Because the utilisation of digital platforms is not enough in its utilisation. However, how can it be more accessible and encourage people to use it? So, creating health content on social media is an effort to attract public interest in health literacy. Because social media is effective as a health promotion medium, this is based on the findings of Khansa and Sodik (2022) from the sample of people who use or utilise social media in the health sector. However, the challenge is the low public awareness of using social media as a health promotion tool.

The use of social media is an effort to sensitise the public to health education. Health is an essential component in people's lives, evidenced by the existence of a national health insurance program, where every community is entitled to health insurance to realise national development and achieve the ideals and goals of the nation. So, according to Timon (2020), unfulfilled health insurance for the community will impact national development in the economy and other fields. Then, it will hurt the wheels of government. So, public health insurance should not disrupt government activities such as the economy, which has a significant role in national development. When we talk about health, we include physical, mental and social health. So, it correlates with economics or other fields.

In addition to carrying out national health policies, the government should also use social media to encourage the public to deal with national health problems, such as reducing stunting rates in Indonesia or other problems. Because the number of internet users in Indonesia is very high, APJII reports that in 2024, internet users in Indonesia reached 221 million (Survei APJII, 2024).

Considering that social media has good effectiveness in health promotion, as Khansa and Sodik (2022) found, creating health content on social media is an effort to attract public interest in health

literacy because social media is synonymous with entertainment media in interacting and sharing information. So that the health content on social media is exciting and entertaining for its audience. So, the information refers not only to the use of the media but also to how the information is conveyed. So that the public will be interested in getting the information. Health education is full of complements, where the approach is medical theory and academic approaches that have relevance to the topic. So, it tends to be boring if it is not spiked with entertainment.

The efforts to create health content on social media are an effort to attract public interest in health literacy. People are interested in getting information from social media due to the creation of exciting content such as YouTube, x / Twitter, TikTok, Instagram and other media. So, health education needs to be done creatively and innovatively, and it is appropriate for every individual to pay attention to health factors as a primary need in their lives. This requires someone to look for various kinds of health information needed. Like our ancestors, who survived without the onslaught of information from the media, which is what it is today. Traditional and natural methods are also the leading choices in supporting the health factors of family members (Prasanti, 2017).

In addition, the efforts to create health content on social media are a preventive step in improving health education for the public. This is an effort to deal with the potential risk of swelling the health budget for BPJS participants, where BPJS has experienced a budget deficit that causes overwhelm in handling the problem. So, people are aware of caring about health and not just doing something when problems occur.

So, the government, as a party that provides health insurance for all Indonesian people based on the mandate of the 1945 Constitution, not only increases the reach of BPJS membership participants but also increases the reach of health education information for all Indonesian people. So that people have information that can be taken to maintain their health. In addition, social media is now used not only as a medium of entertainment but also as education, such as health education.

DISCUSSION

Suppose public health has an impact on national development both in the economy and other fields. So, ideally, using social media is an effort to increase the reach of health education information to all Indonesian people in this digital era. Social media use must be done creatively and innovatively because this can build communication and interaction between communities so that people will be interested in promoting things such as health education. Because social media is not only a medium of communication but also a medium of entertainment.

In this research, the author focuses on creating health content on social media to attract public interest in health literacy. Because communication is the first order and success factor in government policy, in addition to resources, disposition, and bureaucratic structure, as expressed by Edwards

(1980), policy implementation will be successful if there are four critical supporting factors, namely communication, resources, disposition or attitude, and bureaucratic structure (Anggara, 2016).

So, through online media such as social media, interactive communication about health will be more flexible in codifying messages into various formats that are more individual and familiar to the community. The people can choose which site they want based on their knowledge, education or language level, according to their needs and preferences of form and style, at a relatively low cost compared to conventional methods. Community satisfaction will be felt from the aspect of costs and benefits in searching for health information in cyberspace or the virtual world (Siswanta, 2015).

Building traction on social media requires creative and innovative ways. This is a step to build communication according to the trends of the audience. Because every technological advancement has a way, and if we do not follow it, we will be left out by content that is not educational. Therefore, Maeskina and Hidayat (2022) said that there is a need for content creators to address digital literacy, especially digital culture in the digital era. So that people can choose and sort the content disseminated, the content creators must adapt to a positive digital culture. In addition, how to build a virtual relationship with the audience through content uploaded on social media. This is a step for content creators because they have a goal for every piece of information published to the audience.

According to Prasanti and Indriani (2018), online media, as a form of sophistication of information and communication technology, plays a big role in people's lives. One of them is improving the health services of world citizens. The development of information technology has penetrated various sectors, including health. In the digital era, people are increasingly aware that communication technology is one of the important tools in overcoming the rapid spread of information flows.

One of the positive impacts of social media in health education is that people feel a guarantee of privacy protection from communication activities in online media. Communication regarding health information issues is often sensitive and related to personal life, and it is felt unworthy of being known to others. However, health problems need to be communicated with others to find the wisest solution. The best option is face-to-face interactive communication, and this option is accommodated in online media with its anonymity characteristics (Siswanta, 2015).

Siswanta (2015) also said that the public can access information on sensitive topics and interact without revealing each other's identities and without compromising familiarity with the source of information. People who experience obstacles communicating face to face can use online media as an alternative to establishing interactive communication about personal health problems.

Activities such as informing can help people change their behaviour and improve their health towards optimal health (Sembada et al., 2022). Moreover, online media contains text, sound, photos and videos that can be used to share information clearly in health education. Moreover, if the

presentation of information is done creatively, it will be easier to become a media known to the public.

In addition, using animated videos to provide education has significantly increased patients' knowledge in various age groups and disease groups. Animated videos are preferred because they are attractive and have an attractive voice, so respondents find it easier to understand the information provided and feel happy during the knowledge transfer process. In addition, animated videos given at a certain period can change attitudes and behaviours and lead to healthy living habits. Health workers must see the opportunities of health education videos as appropriate interventions in increasing public knowledge about the health of various age groups (Aisah et al., 2021).

The number of tools in information media, such as text, sound, photos, and video, provides ample space for the dissemination of information. So, according to Rachmawati and Agustine (2021), the information era is changing individual daily activities and making tedious tasks more enjoyable and efficient. According to Nurfitrihanah & Ekowati (2023), the media has developed into a multiplatform, which means being able to integrate various elements of information such as writing, sound, video, or images into a single whole, where this multiplatform can be utilised in social media or new media.

Thus, digital culture refers not only to values, agreements, and thoughts in today's society but also to how people communicate in that society. One is the content creator profession, which prioritises visuals and videos, essential elements in conveying messages or interactions online through content. The content creators convey messages to the audience by creating works as content on digital media. One form of digital media is social media. Social media that prioritise content are YouTube, Spotify, Snack Video, Instagram, Joox, TikTok, Like it, Likee, Twitter and others (Maeskina & Hidayat, 2022).

The information era is when information delivery patterns are influenced by how information is processed and distributed. According to Yulia, Arif, Asmawi, and Ningroem (2021), health communication includes communication techniques to convey and change cognitively, effectively and psychomotor communities about their health. This can be seen through health promotion that seeks to change and encourage behaviour, healthy, growing awareness, and changing behaviour in a positive direction.

As in the era of digital health, according to Marin Marpaung and Irwansyah (2021), before venturing into the digital world, humans had difficulty getting health services, especially for those who lived in areas with minimal health facilities. In the current situation, digital health is one of the programs carried out by stakeholders, including the government, to reach the broader community in the health sector. Digital health will facilitate and provide solutions for patients, doctors, and medical personnel dealing with health problems.

CONCLUSION

Health content creation on social media aims to attract public interest in health literacy. Social media is a medium of entertainment for interacting, sharing information, and getting information. People are interested in getting information from social media because of the creation of interesting content on YouTube, x / Twitter, TikTok, Instagram, and other media. So, health education needs to be done creatively and innovatively. Social media is effective as a health promotion medium.

The efforts to create health content on social media are an effort to attract public interest in health literacy. Because it is appropriate that every individual pays attention to health factors as primary needs in his life. This requires someone to look for various kinds of health information needed.

In addition, the efforts to create health content on social media are a preventive step in improving health education for the public. This is an effort to deal with the potential risk of swelling the health budget for BPJS participants, where BPJS has experienced a budget deficit that causes overwhelm in handling the problem. So, people are aware of caring about health and not just doing something when problems occur.

REFERENCE

- Aisah, S., Ismail, S., & Margawati, A. (2021). Edukasi Kesehatan dengan Media Video Animasi: Scoping Review. *JurnalPerawatIndonesia*, Volume 5 No 1.
- Anggara, S. (2016). *Ilmu Administrasi Negara (Kajian Konsep, Teori, dan Fakta dalam Upaya Menciptakan Good Governance)*. Bandung: CV PUSTAKA SETIA.
- Anisah, N., Sartika, M., & Kurniawan, H. (2021). Penggunaan Media Sosial Instagram Dalam Meningkatkan Literasi Kesehatan Pada Mahasiswa. *Jurnal Peurawi:Media Kajian Komunikasi Islam* Vol. 4 No. 2.
- APJII. (2023). *Survei Penetrasi Dan Prilaku Internet*. APJII.
- Insani, V. R., & Nurdan, J. H. (2022). Analisis Penggunaan Media Sosial Dalam Strategi Pemasaran Rumah Sakit. *NUSANTARA: Jurnal Ilmu Pengetahuan Sosial* Vol 9 No 1.
- Khansa, S. N., & Sodik, M. A. (2022). Media Sosial Sebagai Media Promosi Kesehatan. <https://doi.org/10.31219/osf.io/6dax5>.
- Maeskina, M. M., & Hidayat, D. (2022). Adaptasi Kerja Content Creator Di Era Digital. *Jurnal Communio: Jurnal Ilmu Komunikasi*, Volume 11, No. 1.
- Marin Marpaung, Y. N., & Irwansyah. (2021). Aplikasi Kesehatan Digital Sebagai Konstruksi Sosial Teknologi Media Baru. *JURNAL KOMUNIKASI DAN KAJIAN MEDIA VOLUME 5, NOMOR 2*.

- Nurfitrihanah, & Ekowati, S. (2023). Pengaruh Terpaan Konten Youtube 1% Indonesian Life School Terhadap Pengetahuan Kesehatan Mental. *IKON Jurnal Ilmu Komunikasi* Vol. XXVIII No. 1.
- Prasanti, D. (2017). Potret Media Informasi Kesehatan Bagi Masyarakat Urban di Era Digital. *IPTEK-KOM*, Vol. 19 No. 2.
- Prasanti, D., & Indriani, S. S. (2018). Pengembangan Teknologi Informasi Dan Komunikasi Dalam Sistem E-Health Alodokter.Com. *Jurnal Sioteknologi* Vol. 17, No 1.
- Rachmawati, T. S., & Agustine, M. (2021). Keterampilan literasi informasi sebagai upaya pencegahan hoaks mengenai informasi kesehatan di media sosial. *Jurnal Kajian Informasi & Perpustakaan* Vol. 9, No. 1.
- Sembada, S. D., Pratomo, H., Fauziah, I., Amani, S. A., Nazhofah, Q., & Kurniawati, R. (2022). Pemanfaatan Media Online Sebagai Sarana Edukasi Kesehatan Pada Remaja : Tinjauan Literatur. *PREPOTIF Jurnal Kesehatan Masyarakat* Volume 6, Nomor 1.
- Siswanta. (2015). Informasi Kesehatan di Media Online. *Jurnal Ilmu Komunikasi*, Volume 13, Nomor 3.
- Surv Lokadata. (2024, April 5). Surv Lokadata. Diambil kembali dari <https://surv.co.id/https://surv.co.id/web/artikel/konten-media-sosial-yang-paling-disukai>
- Survei APJII. (2024). Survei Internet APJII 2024. Diambil kembali dari Survei APJII: <https://survei.apjii.or.id/>
- Timon, A. (2020). Tanggung Jawab Negara Hukum Demokrasi dalam Penyelenggaraan Pelayanan Kesehatan. *SOUMATERA LAW REVIEW* (<http://ejournal.lldikti10.id/index.php/soumlaw>) Volume 3, Nomor 1.
- Yulia, W., Arif, E., Asmawi, & Ningroem, E. R. (2021). Penggunaan Cyberspace Dalam Komunikasi Kesehatan Di Era Pandemi. *Diakom: Jurnal Media dan Komunikasi* | Vol. 4 No. 2.