

## **“Social Media Health Promotion in Indonesia: Opportunities and Challenges”**

**By**

**Mahendro Prasetyo Kusumo**

Universitas Muhammadiyah Yogyakarta, Bantul, Yogyakarta, 55183, Indonesia

Email: [mahendro.prasetyo@umy.ac.id](mailto:mahendro.prasetyo@umy.ac.id)

Phone: 08112954200

**Chong Mei Chan**

University of Malaya, Kuala Lumpur, Selangor, 59100, Malaysia

**Rudy Kurniawan**

Sobat Diabet Community, Jakarta Pusat, DKI. Jakarta, 10430, Indonesia

### **Abstract**

Background: Social media is a digital access for health promotion interventions. Platforms that are widely used in Indonesia include YouTube, Instagram, Facebook, Twitter, and Line. Obstacles that are still a problem in the development of social media in Indonesia come from various sectors. Purpose: to identify the opportunities and challenges of using social media for health promotion in Indonesia. Method: descriptively with literature review. The search was carried out on articles published in English and Indonesian in 2013-2022 through searches on Google Scholar, Science Direct, and selected references using the keywords Health Promotion, social media, Opportunities and Barriers. The articles obtained were filtered according to the purpose and title of this research. Thus, a manuscript was obtained on "Social Media Health Promotion in Indonesia: Opportunities and Challenges". Result: social media has the potential to be an effective health promotion tool for health in Indonesia. Opportunities come from various sectors including accessibility, level of active users, cross-sectoral involvement, health literacy, and HR empowerment orientation, efficient platforms, flexible locations, and user-friendliness. The considerations required are disinformation, the credibility of regulatory issues, social, human resource, and multilingual contexts. Conclusion: social media creates opportunities to scale up online-based health promotion interventions in Indonesia. The platforms that support public health initiatives in Indonesia are youtube, instagram, facebook, twitter and line. This study has implications for Indonesian society in obtaining health promotion based on social media.

**Keywords:** Challenges, opportunities, health promotion, social media

### **Introduction**

Health Promotion is an effort to improve the ability society through learning from, by, for, and together society, so that they can help themselves, as well develop community-based activities, accordingly local social culture and supported by public policy health-minded (Kemenkes, 2020). One of the health promotion efforts is health communication, namely the science of providing health information, for example public health campaigns and health education between doctors and patients. In the era of the 4.0 revolution, the development of the Internet of Things (IoT) has become a trend in the industrial world in combining automation technology with cyber technology, thus making humans need the latest information accurately, quickly, efficiently, and reliably. At this time the world of health is experiencing a digital era which is famous for Web 2.0 or Health 2.0/Medicine 2.0, which describes healthy people and patients relying more on the internet than doctors as a source of health information (Sari & Mustamu, 2022).

The countries with the highest number of internet users in 2014 were China, the United States, India, Brazil, Japan and Indonesia (Huang et al., 2022). Based on data results, in 2021 internet users in Indonesia will increase by 11% from 2020, namely from 175.4 million to 202.6 million users (Kementerian Komunikasi dan Informasi, 2021). Internet users in Indonesia in 2022 will reach 63 million people with 95% using the internet to access social media. The most accessed social media sites are Facebook and Twitter. Indonesia is ranked 4th with the most Facebook users after the USA, Brazil and India. In addition, social media that are often used by people in Indonesia include Instagram, Path, YouTube, Line, Google+, and LinkedIn. On a daily basis, active users reach 33 million and active users per month reach 55 million by using access to mobile devices or smartphones (Kementerian Komunikasi dan Informasi Republik Indonesia, 2022). Its use has almost penetrated all levels of society, including government, businessmen, traders, universities, students and students (Wahono et al., 2022).

Social media has the benefit of collecting disease information, managing health information, health service information, emergency services, and the like (Sari & Mustamu, 2022). Social media that are well known for accessing health information for health promotion efforts such as Facebook, Twitter, Instagram, YouTube, Facebook, MySpace, Twitter, and Second Life as well as image sharing, mobile technology, and blogs (Sembiluh & Sulistiadi, 2022). Another social media that is no less competitive is Tik Tok social media for health promotion media. Analysis data on the achievement of successful understanding of social media Tik Tok for health promotion media among the public obtains results of 90-95% in Bantul Regency, Yogyakarta. The existence of FYP in the application makes it easy for users to view video content that is interesting, entertaining, educational, as well as viral or much talked about by other people (Wahono et al., 2022).

Hospitals in the digital era or Health 2.0 must have an active role regarding information and communication technology with consumers or patients. The importance of implementing digital marketing in hospitals is explained by the fact that 58% of smartphone owners download and use the Mobile Health application, 52% of users search online for information about medication. One of these digital marketing channels can be done with social media marketing (Social Media Marketing/SMM), namely promoting the RS brand and content to increase brand awareness, direct traffic, and obtain prospects for the RS business (Sembiluh & Sulistiadi, 2022). Hospitals use more social media on the Website and Instagram (Vionita & Prayoga, 2021). Evidence of the use of social media for health promotion includes smoking cessation through Tweets and health websites, YouTube videos about cancer, and understanding of fitness and physical activity through Facebook (Leonita & Jalinus, 2018). With the growth in the number of internet and social media users, it can be concluded that Indonesia is a potential country for the development of social media internet-based health interventions. Currently, many programs use the internet and social media as platforms for information and health promotion (Huang et al., 2022). Reasons for using social media include enabling them to stay connected easily with past and present colleagues, reaching out and networking, sharing knowledge, engaging in advanced medical education, benchmarking, and branding. Although, broadly speaking, the use of social media has challenges including confidentiality security, lack of active participation, lack of trust, seeking time, acceptance and support, and information anarchy or hoax news (Panahi et al., 2016). This study is used to examine more deeply the challenges and obstacles related to social media as a forum for health promotion in the wider community. This is intended to be able to obtain problem-solving strategies and develop innovations to achieve health promotion using social media in society as well as to support the achievement of technology-based public health improvements in Indonesia.

### **AIM**

This literatur review aims to identify the opportunities and challenges of using social media

for health promotion in Indonesia. This is intended to identify various problems, obstacles, and social media opportunities as a media for health promotion efforts in the community. The results of this article review can form the basis for conclusions in the form of innovation efforts, social media development strategies, and solutions to be developed and implemented in the future.

## Method

This study was conducted descriptively with a literature review. The search was carried out on articles published in English and Indonesian in 2016 - 2022 through searches on Google Scholar, Science Direct, and selected references using the keywords Health Promotion, social media, Opportunities and Barriers. Search time for 3 (three) days. The search results obtained 70 articles, then filtered on the basis of title, abstract, and keywords. The screening results showed that there were 8 articles that could not be accessed thoroughly by researchers, 32 articles that were not processed again, and 30 articles that would be accessed were processed again. The articles that will be accessed are processed again and are filtered by looking at the entire text. Then, we looked at previous studies that were relevant to this research, which were finally compiled into an arrangement of article reviews. The aim of preparing this article is to examine more deeply and collect various results of previous research on the challenges and opportunities of using social media as an effort to promote health in Indonesian society. In addition, another reason for compiling this article is to provide solutions to these problems to obtain development strategies and solutions so that they can support and improve technology-based or internet-based health promotion in Indonesian society. Thus, increasing knowledge, skills, technological literacy, and public health in Indonesia. It is hoped that the preparation of this article can be used as a source of information and material for consideration to facilitate the development of health promotion based on social media technology in the future for health workers, the government, and the community. Thus, a manuscript was obtained on "Social Media health promotion in Indonesia: Opportunities and challenges".

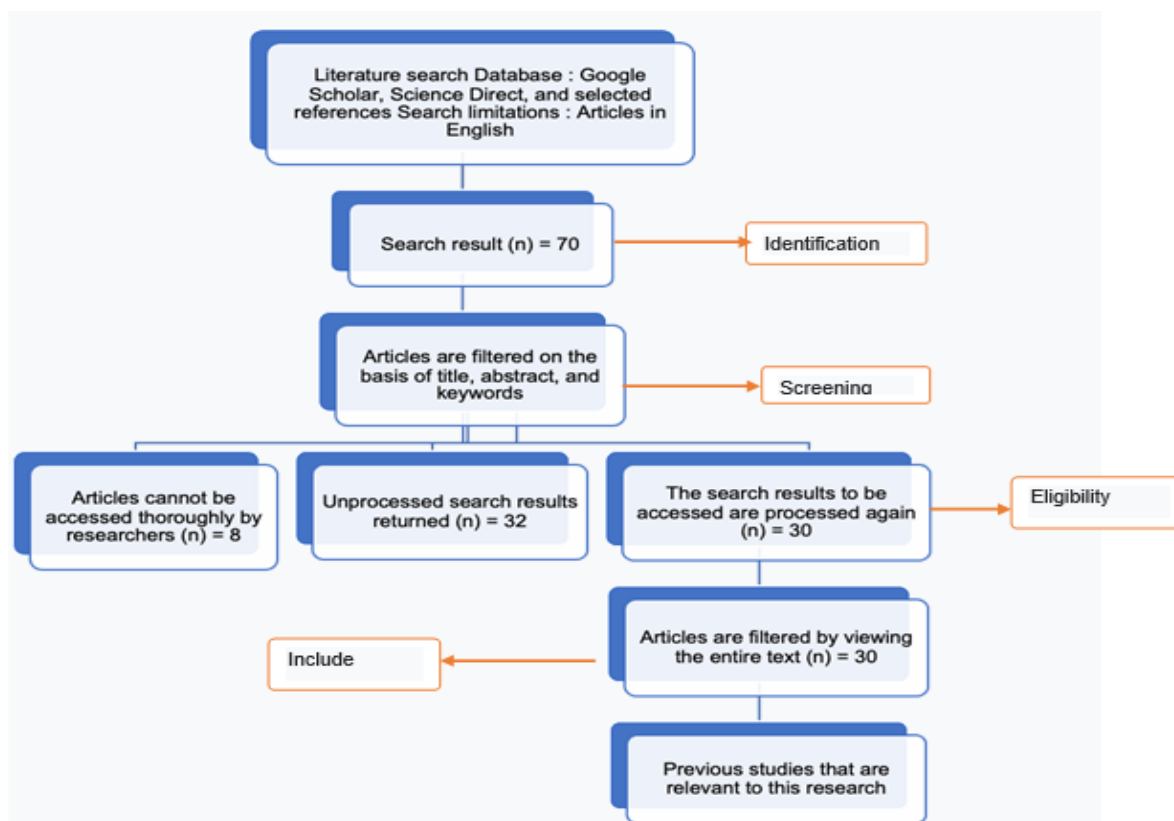
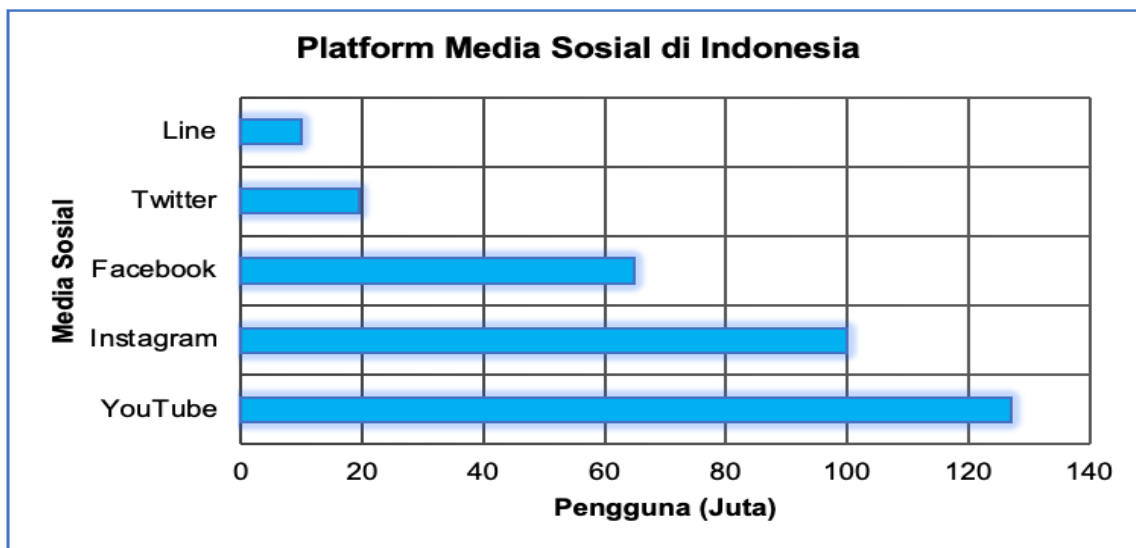


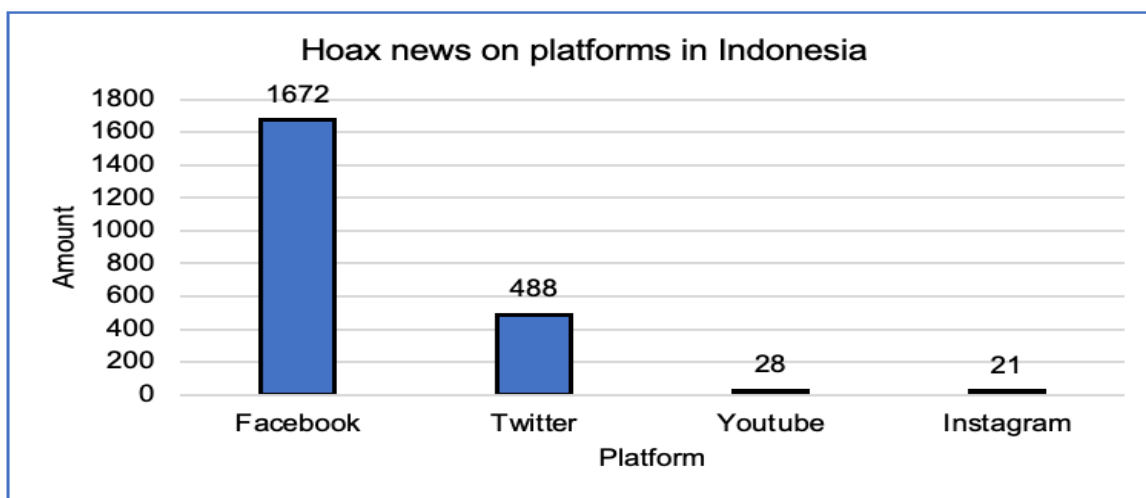
Figure 1. Prism Flow Chart

**Results**



**Figure 2.** *Social Media Platforms in Indonesia*  
Source: Kementerian Komunikasi Dan Informasi, 2022

There are several social media used in Indonesia with the most users. YouTube (127 million) and Instagram (99.9 million) are the most used social media by Indonesians (figure 2). In line with previous study that 98% of respondents claimed to be active internet users with 97% stating that they actively used social media. Based on the gender of the platform that is often used, WhatsApp is most in demand by women by 83.64%, while men use Instagram more by 29.5%. The platforms are used for social interaction, entertainment, status updates and communication (Saputra, 2019). The perceived benefits and ease of use of the application influence its adoption by users for health purposes. If someone feels that health information obtained on social media has high credibility, they will benefit from this information in terms of improving the quality of their health (Gabarron et al., 2018). This is in line with previous research that the use of social media platforms is important and has a positive value, if used carefully and supported by adults. In addition, it can be used as a media for education and health promotion that encourages community participation in Indonesia to improve health status independently (Sidjabat et al., 2022).



**Figure 3.** *Hoax news on platforms in Indonesia*  
Source : Kementerian Komunikasi Dan Informasi Republik Indonesia, 2021

One of the things that is considered as social media as health promotion is the spread of hoax news on various platforms that are often used by Indonesian people (figure 3). The Ministry of Communication and Information of the Republic of Indonesia reported that there were a total of 2,209 cases of spreading fake news on the platform, 1,926 of which were followed up and 283 cases of hoax news were still in process (Kementerian Komunikasi Dan Informatika Republik Indonesia, 2020). The existence of such disinformation is a consideration in this research study.

## **Discussion**

### ***Accessibility***

#### ***Access online health promotion***

Social media platforms have proven to be one of the most vital sources of mobility data as well as being an important tool for institutions such as governments, organizations, universities, and others (Kementerian Komunikasi Dan Informatika Republik Indonesia, 2020). Digital marketing strategies are continuously increasing rapidly, especially in the health industry using desktops, laptops, smartphones and tablet devices (Sembiluh & Sulistiadi, 2022). This is in line with the trend of increasing utility of gadgets, internet access is becoming dynamic and practical (Januraga, 2018). Such access can train skills regarding identity development, for example self-presentation and self-disclosure. However, social media channels have challenges in terms of credibility and trustworthiness of information sources (Sidjabat et al., 2022). Social media platforms can also be used to maintain healthy behavior and lifestyle, for example in handling diabetes cases (Huang et al., 2022). Accessibility to using social media is relatively cheaper, provides opportunities in marketing services to virtual customers, supports distance, and creates awareness of health services (Sembiluh & Sulistiadi, 2022).

### ***Social Media Platforms***

Social media platforms in Indonesia are very diverse, but the most widely used are based on the function of the role of the media as informative functions (to inform), educational functions (to educate), entertainment functions (to entertain), and influencing society (to influence) as follows (Vionita & Prayoga, 2021). Youtube is assumed by researchers as a potential stored power for personal health decision making (Leonita & Jalinus, 2018). YouTube is a massively developed social media that collaborates with other social media, including Facebook, Twitter and blogs (Vionita & Prayoga, 2021). There are 127 million active youtube users in Indonesia who are active in producing something, whether uploading videos, vlogs, or compiling photos, so that it becomes of particular value (Kementerian Komunikasi dan Informasi Republik Indonesia, 2022). This platform displays persuasive videos that many parents use to entertain children when in public facilities. Someone who has an account and often uploads content will get the appropriate money payment. YouTube has become a platform for sources of income for most people, both young and old. Access to social media is also easy and can be anywhere (Nugroho, 2022).

Facebook is the most well-known among active social media users in Indonesia (Kementerian Komunikasi dan Informasi Republik Indonesia, 2022). Facebook Pages are targeted specifically at addressing health services, public health professionals and others (Leonita & Jalinus, 2018). In Indonesia, around 95% of internet users access social media with 65 million active Facebook users (Huang et al., 2022). One survey showed that many pharmacists use this platform to promote health. There are more than 90 pages on Facebook related to the pharmacist profession for example Pharmacist Interests Pages, American



Association, and Cynical Pharmacist (Ventola, 2014). In addition, Facebook is also one of the social media with special features for persons with disabilities (Kementerian Sosial Republik Indonesia, 2020). The advantage of using social media is that it allows users to connect by creating personal accounts, so that they can communicate with other people and as a tool to explore themselves by uploading photos or videos (Nasution et al., 2021).

Instagram is the second most used social media in Indonesia (99.9 million) (Kementerian Komunikasi dan Informasi Republik Indonesia, 2022). Hospitals in Indonesia use Instagram a lot for online educational media which has grown rapidly since the Covid-19 pandemic until now (Kementerian Komunikasi Dan Informatika Republik Indonesia, 2020). The use of Instagram is because the platform makes it easier for users to take photos and videos as well as upload them quickly (Suteja et al., 2022). The previous study stated that Instagram is an educational social media with easy access, cheap, accessible in various places, and attractive to the community. In addition, there are display features such as neat photo catalogs and integration with other social media such as Facebook and WhatsApp. Although, Instagram has one of its drawbacks, namely that there are many anonymous or fake accounts (fake/second accounts) that generate comments or messages from irresponsible followers (Rajasa et al., 2020). The health promotion strategy that can be carried out on Instagram social media is giveaway promotion by giving a free giveaway event to participants with several conditions that must be met such as becoming followers, sharing and mentioning several friends' accounts (Vionita & Prayoga, 2021). A study in Indonesia concluded that 943 out of 952 people came to the hospital for treatment because of Instagram. It is known that the response of the hospital's customers to promotions on Instagram accounts is quite good (Sembiluh & Sulistiadi, 2022).

Twitter has a high reach among teenagers, including potentially high school students, health students, lecturers/teachers in the field of health education, and health professionals (Leonita & Jalinus, 2018). This social media is included in the microblogging class which provides the most dynamic and concise form of information exchange (Tan et al., 2018). There are 19.5 million Twitter users in Indonesia, most of whom are teenagers (Kementerian Komunikasi dan Informasi Republik Indonesia, 2022). Most of the messages conveyed through the platform will go viral rapidly. This is due to the 140 character limit which makes tweets short and easy to respond to quickly (Leonita & Jalinus, 2018). There is freedom to express something in the tweet column such as venting or criticizing government policies, this platform is widely used by many groups (Nasution et al., 2021). Tweets also include "hashtags", a form of information indexing that allows people to search for tweets related to a particular discussion or topic. There have been more than 140 reported uses of Twitter in healthcare. This platform is used as a medical conference to discuss and enhance speaker presentations by posting real time comments from the audience. Some clinicians have used it to develop large followings, enabling them to reach large audiences and potentially even influence health policy decisions (Tan et al., 2018).

Tik Tok is a platform that is widely used by the public for health promotion media in Indonesia. Analysis data on the achievement of successful understanding of Tik Tok social media for health promotion media among the public obtains 90-95% results in Bantul Regency, Yogyakarta (Wahono et al., 2022). There are several advantages that make Tik Tok attractive to the Indonesian people, including having many features that can be implemented in describing the message conveyed, equivalent to the development of the digital era, a forum for virtual communication, information media that is entertaining, and has potential that goes beyond application followers other (Nasution et al., 2021). The existence of FYP in the application makes it easy for users to view video content that is interesting, entertaining,

educational, and viral or much talked about by other people (Wahono et al., 2022). However, there are a number of things that need to be considered by Tik Tok for health promotion media because it has weaknesses, namely uploaded videos tend to display movements that cause messages to be conveyed less, some people think that Tik Tok is only social media for entertainment only, and the duration provided is still limited short (Nasution et al., 2021).

### ***Health Engagement and Literacy Public Policy on Public Health Interventions***

Based on survey data, people in Asian countries including Indonesia have experienced a transformation in health literacy which shows that the level of online health website presence has won the popularity of local health facilities. Social media on smartphones is listed in the top 10 category along with public health facility providers (Wahono et al., 2022). Social Media has been used across a wide range of populations with both positive and negative effects. One paper in the authors' previous research inclusion series found that in public health, there is increasing use of social media to educate the public about avoiding agents of disease transmission and to monitor emerging health threats. At least two reviews characterize social media as having benefits for public health and developing policies (Giustini et al., 2018). One of the keys to health interventions is engaging a targeted audience of the general public with specific aspects of health promotion for non-commercial marketing training. Thus, health promotion can be seen as social marketing (Vionita & Prayoga, 2021).

A person's behavior is one of the factors involved in health literacy with public health interventions. When someone believes that the benefits derived from health information are high, they will be more likely to seek health information on social media (Wijayanti et al., 2022). If an individual believes that the perceived benefits of taking a preventive health action are greater, that individual is more likely to adopt the related behavior (Gabarron et al., 2018). This behavior is called a role model, namely the interaction between individuals who have the ability to influence or are commonly known as influencers (Rajasa et al., 2020). In one survey, it was stated that Indonesian people have adopted digital technology with internet-based digital media accessed via gadgets, especially mobile phones. Digital literacy in the context of digital device utility tends to be high (Januraga, 2018).

Implementation in Indonesia during the Covid-19 pandemic was the existence of more than 1,500 hoaxes about the corona virus. This is due to the fact that there are users who take advantage of this moment for opportunities to increase the popularity of channels and social media accounts such as on Tik Tok and YouTube. The role of information technology has resulted in changes in the pattern of seeking health information in the digital era which allows users to obtain clarification of information quickly, accurately and without limit (Nugroho, 2022). The existence of social media is a means of synchronizing health literacy information to improve public health interventions in Indonesia.

### ***Cross Sector Policy***

The Ministry of Communication and Informatics stated that the government is placing more emphasis on program priorities and handling in the field of health service facilities and digital transformation. This is intended so that the Information and Communication Technology sector can be felt by all levels of society in order to produce faster internet, digitally-savvy communities, minimize digital disparities in Indonesia with collaborative, reformative and transformative performance, and ensure infrastructure security in the digital space. The government participates in providing internet access in public facilities, including government offices, public facilities and places, tourism, health services, business services, education, defense and security, Community Activity Centers, and places of worship. This is

expected to reduce the digital divide, increase community e-literacy empowerment, and encourage community economic growth (Wahono et al., 2022).

Some studies have revealed that internet support that supports social media can be used effectively for health purposes (for example used for health service consumer information, health promotion, education, social support for patients with chronic illnesses, medication adherence, health monitoring and reporting). The increase in platforms and users in Indonesia creates a great opportunity to use the internet and social media in support of whatever existing traditional or conventional health intervention approaches. However, the studies available to provide good evidence on the use of the internet and social media for health purposes in Indonesia are still limited. This is mainly due to the limited funds and resources available to conduct quality studies with sophisticated methods to measure social media effectiveness (Huang et al., 2022).

There are informal initiatives that focus on digital literacy education with contributors from practitioners, experts or writers. This condition provides an opportunity for this research not to create something new from scratch, but to collaborate and complement what is lacking in current conditions (Januraga, 2018). The examples of interactions and connections between NGOs and government agencies during the Covid-19 pandemic are well reflected on social media platforms, reflecting the goal of sharing information and building community (Huang et al., 2022). Efforts to increase the coverage of internet services carried out by the government in 2020, namely 4G services to all villages in Indonesia, even in 2024, it is planned to implement 5G connectivity (Wahono et al., 2022). The development of health promotion through social media in Indonesia, there are many cross-sectoral opportunities, especially the government, in supporting internet availability.

### ***Orientation Time of Social Media Use***

Most people in Indonesia are not bound by time to spare access to social media. Based on social media access time, most students choose access at night by 75% by spending an average of 1-3 hours per day at most 39.39%. Students do not have a specific time to use social media and there is no significant difference between male and female users (Saputra, 2019). The availability of online health information can influence a person to engage in health seeking and contribute to the online health community. One of the common risks associated with using social media for health purposes is that it is time consuming. The more effort a person makes to double-check health information, the more likely they are to benefit from the information they find on social media. This suggests that individuals may not hesitate to invest time and effort in seeking health information as long as this information is useful to them (Gabarron et al., 2018). Indonesian people tend to be flexible in accessing social media.

### ***Orientation to Specific Groups***

Social media has formed crisis communication with methods such as increasing public awareness through participatory collaboration, information distribution, real-time instruction, and monitoring and risk management (Huang et al., 2022). The use of social media provides opportunities for involvement in developing and strengthening relationships, developing group identity, harnessing community intelligence, and motivating action (Vionita & Prayoga, 2021). One of them is by groups of people with disabilities who are entitled to equal treatment with non-disabled people. Access to information via the internet by this group was recorded at 8.50% compared to non-disabled persons at 45.46% (Kementerian Sosial Republik Indonesia, 2020). One study on people with disabilities stated that access to Facebook social media was obtained with the help of the Google Talkback feature which functions to read text and describe images. The existence of this feature encourages an increase in active Facebook users among



people with disabilities. The existence of a strong desire for social equal rights is one of the reasons that encourage people with disabilities to present themselves virtually through social media. In addition, to get entertainment, participate in socializing, and building relationships (Ladipa et al., 2019). Efforts to increase health promotion among persons with disabilities can be encouraged by the features of social media platforms in Indonesia.

### ***Human Resources Orientation***

The use of social media has proven to be effective for youth empowerment activities as health promoters with an increase in online-based youth knowledge. This creates an effort to integrate health promotion from digital platforms to be managed professionally and reliably (Sidjabat et al., 2022). Health cadres are mostly able to access social media, but do not have the knowledge to continue information by local health facilities (Sari & Mustamu, 2022). The existence of limited scientific competence and capacity results in easy receiving of information that is not necessarily true. This is a positive opportunity and responsibility for health workers to empower human resources so they can increase technology literacy and have more trust in direct health workers. Thus, this condition can become a forum for health education in health promotion and health consultation through social media as a digital platform (Pala, 2018).

Health workers must pay attention to the readiness and competence of health sciences in using digital information (Pala, 2018). One important factor in the use of social media is the benefit that determines intention or behavior. If someone feels that their closest friends with the same condition are looking for health information on social media, that person will tend to use the same thing (Gabarron et al., 2018). Social media contributes positively to achieving health promotion goals, so that health experts are expected to be able to collaborate and integrate social media with health promotion strategies (Leonita & Jalinus, 2018). Social media opportunities for people in Indonesia, for example Indonesian citizens, have adopted and used digital (Januraga, 2018). This empowerment requires the role of experts who must pay attention to factors including identifying audiences, choosing the right content, selecting strategies that can be in the form of businesses, accurate and up-to-date data-based information, increasing participation and service providers, and monitoring ongoing evaluations online (Leonita & Jalinus, 2018). It is hoped that the empowerment of social media as a forum for health promotion to increase knowledge, skills, and online-based public health degrees in Indonesia.

### ***Social Media Considerations in Indonesia***

#### ***Disinformation on social media***

Digital technology is increasingly developing, resulting in faster information received on social media, but it is not directly proportional to real time in Indonesia. This makes it difficult for the public to sort out misleading or hoax information. Information that is engineered (hoax) to cover information that actually has an impact on the basis of decisions and public beliefs about health promotion, especially in the low community knowledge (Fitriarti, 2019). In addition, the existence of health literacy skills in Indonesian society is quite difficult to translate both cognitively and social skills (Prasanti, 2018). Communities tend to find it difficult to sort out the truth of information credibly. There is research which states that content on social media contains inaccurate information, causing concern about the quality of online-based health information (Rachmawati & Agustine, 2021).

The examples of hoax information originating from well-known internet sites in Indonesia, namely data obtained from detik.com which found 40 hoax and even misleading information about health (Pala, 2018). The accuracy of an information error detection model depends on an adequate and reliable data set. Therefore, much effort has been made to provide high-quality datasets of social media misinformation (Vionita & Prayoga, 2021). Based on the

prevalence of hoax information about health promotion on social media, there are several things that need to be considered in sorting out health literacy, including sorting media according to health service information needs, determining credible reference sources, cross-checking the correctness of health information, and making the right health decisions. in information dissemination (Prasanti, 2018).

### **Challenges**

Health promotion in the digital era has several challenges, namely regulatory, social, and ethical issues. However, the unlimited digital world makes health promoters work hard to develop the best models for changing behavior. In addition, to convince all groups that digital health promotion can be accepted and make good habits to improve public health status (Sari & Mustamu, 2022). The challenges of using social media in hospital digital marketing for health promotion include security issues, patient privacy, regulation, lack of guidelines for the correct use of digital platforms, minimal staff interest in the proper use of social media in responding to complaints, minimal responsibility in internet marketing activities, lack of consistency and commitment from management, inadequate resources in terms of finance, infrastructure, and human resources (Sembiluh & Sulistiadi, 2022). The use of social media also has other challenges, namely excessive use can lead to addiction followed by mental health problems such as personality neuroticism and psychoticism. Apart from that, several studies have also concluded that worse internet addiction is strongly associated with many psychological problems such as depression, anxiety, social isolation, sleep problems, and reduced immune function. However, on the positive side, social media has the potential to be used to improve public health status (Huang et al., 2022). In addition, there is a digital divide in the socio-economic field that needs attention where social media in health promotion efforts in several countries is still passive, network access is still weak, information imbalance, many parties are incompetent, hoax information, minimal human resources, and lack of interactions between health professionals and the public (Leonita & Jalinus, 2018). In Indonesia, there is a digital gap between regions adopting digital technology based on limited infrastructure and economic development (Januraga, 2018). Access to health information has now developed and allows someone, including urban communities, to increase digital literacy (Yunita et al., 2021).

Multilingual posts in the social media space pose a challenge to contextual interpretation. For example, each month, there are more than 330 million active Twitter users worldwide, speaking dozens of languages, with English (31.8%), Japanese (18.8%), and Spanish (8.46%) as the top three languages. most popular. When applied to study areas where two or more dominant languages can ignore certain groups of people and create uncertainty when summarizing and sentimental preferences across languages. Despite the developments in multilingual translation supported by advances in translators, the potential for bias in extracting still needs to be explored (Kementerian Komunikasi Dan Informatika Republik Indonesia, 2020). There are differences in perceptions in receiving information between health experts including doctors, public health workers, health promoters and cadres and the public who create health disinformation. The language of health experts who tend to be theoretical compared to the language of ordinary people causes pro and con information. It is necessary to consider language that is easily understood by all groups or the general public so as not to cause differences in perceptions of acceptance of health promotion content or information.

Based on in-depth studies and previous studies, implications regarding the strategy for developing social media as a health promotion tool in the community can be obtained. Innovative social media development seen from the problems of obstacles and challenges above, solutions can be developed in the future and become policy considerations for both

health workers and the government. These considerations include improving the concept of health promotion among the community by paying attention to the level of knowledge, and accurate information, delivering good and easy-to-understand information, as well as achieving health targets for both persons with disabilities and non-disorders, as well as community empowerment as a support for the success of health promotion using social media. The during method makes education difficult due to the low knowledge of human resources in digital devices. Limited internet access is also an essential concern in learning through the method, especially for the poor (Kusumo, 2021).

Information and communication technology in the health sector can useful for improving disease management. Information technology can be used to perform recovery (evaluation) beginning with the use form assessment online, as a medium of consultation. In the hospital, the use of information technology is implemented in the medical record section (Kusumo & Primanda, 2022). The concept that needs to be developed in the future is the design of health promotion programs that are more specific and focus on targets in the community, such as the presence of social media on the prevention of certain diseases. It is supported as Health promotion programs are designed to change the health orientation system. Not only focusing on disease and treatment but also focusing on disease prevention. Health Promotion Hospital (HPH) has a very important role, especially for individuals, and contextual factors that shape individual behavior. The goal is to prevent and reduce the incidence of disease and improve people's welfare. Health Promotion Hospital (HPH) is also focused on preventing disease complications that can reduce medical costs (Hestia & Kusumo, 2021).

## **Conclusion**

Social media creates opportunities to scale up online-based health promotion interventions in Indonesia. The platforms that support public health initiatives in Indonesia are youtube, instagram, facebook, twitter and line. There are nine opportunities to support the implementation of health promotion using social media, namely: 1) sources of vital mobility data and important tools across sectors; 2) attractive and persuasive features on each platform; 3) health literacy transformation which shows that online health sites in Indonesia are popular in Asian countries; and 4) the existence of a role model or influencer that influences the level of individual trust; 5) the utility of digital devices tends to be high; 6) government support regarding digital literacy in society; 7) flexible time allocation for using social media; 8) social media is used as a means of collaboration for certain groups (disabled groups), and 9) as a means of education for individuals who lack health knowledge. There are actions to support the credibility of social media-based health information in order to minimize hoax information that is spread in Indonesian society. Development and empowerment are needed regarding the use of social media for health promotion interventions. There are still many who question security, user privacy, regulation, consistency and commitment of human resources, as well as challenges to contextual (language) interpretation. Based on the results of a study on the challenges, barriers and opportunities of social media as a means of health promotion in Indonesia, the requirements that must be carried out are as follows: 1) a need-based social media development strategy, 2) focus on conveying information, 3) easy-to-understand language, 4) social media can be accessed by all groups, and 4) uses the concept of community empowerment involving health workers in collaboration with cross-sectors such as the government, education personnel, and the community to suppress existing problems. This study has implications for Indonesian society in obtaining health promotion based on social media.

## References

- Fitriarti, E. A. (2019). Urgensi Literasi Digital Dalam Menangkal Hoax. *Journal Of Communication Studies*, 4(2), 13.
- Gabarron, E., Bradway, M., Chomutare, T., Hansen, A. H., Wynn, R., & Årsand, E. (2018). Social media for health promotion in diabetes : study protocol for a participatory public health intervention design. *BMC Health Services Research*, 18(414), 1–5.
- Giustini, D. M., Ali, S. M., Fraser, M., & Boulos, M. N. K. (2018). Effective uses of social media in public health and medicine: a systematic review of systematic reviews. *Online Journal of Public Health Informatics*, 10(2), 46. <https://doi.org/10.5210/ojphi.v10i2.8270>
- Hestia, D. D., & Kusumo, M. P. (2021). KESANS : International Journal Of Health and Science e-ISSN : 2808-7178, p-ISSN : 2808-7380 Web : <http://kesans.rifainstitute.com/index.php/kesans/index>. *Kesnas*, 1(2), 131–138.
- Huang, X., Wang, S., Zhang, M., Hu, T., Hohl, A., She, B., Gong, X., Li, J., Liu, X., Gruebner, O., Liu, R., Li, X., Liu, Z., & Ye, X. (2022). International Journal of Applied Earth Observations and Geoinformation Social media mining under the COVID-19 context : Progress , challenges , and opportunities. *International Journal of Applied Earth Observation and Geoinformation*, 113(June), 102967. <https://doi.org/10.1016/j.jag.2022.102967>
- Januraga, P. P. (2018). The role of social media support as public health intervention strategy in Indonesia. *Public Health and Preventive Medicine Archive (PHPMA)*, 5(1), 1–2. <https://doi.org/10.53638/phpma.2017.v5.i1.p01>
- Kemenkes, R. (2020). Standar Profesi Tenaga Promosi Kesehatan Dan Ilmu Perilaku. In Menkes RI. Kementerian Komunikasi dan Informasi. (2021). *Kementerian Komunikasi dan Informasi*. Kementerian Komunikasi dan Informasi Republik Indonesia. (2022). *Kominfo : Pengguna Internet di Indonesia*.
- Kementerian Komunikasi Dan Informatika Republik Indonesia. (2020). Laporan Tahunan 2020. In *Laporan Tahunan 2020* (p. 76).
- Kementerian Sosial Republik Indonesia. (2020). Kemensos Dorong Aksesibilitas Informasi Ramah Penyandang Disabilitas.
- Kusumo, M. P. (2021). Health behavior education to prevent coronavirus disease-19 in orphanages: Roleplay strategies. *Open Access Macedonian Journal of Medical Sciences*, 9, 1480–1484. <https://doi.org/10.3889/oamjms.2021.6870>
- Kusumo, M. P., & Primanda, Y. (2022). Aksiologi : Jurnal Pengabdian Kepada Masyarakat Implementasi Program Pengendalian Diabetes Mellitus dan Hipertensi Melalui Media Watshapp Selama Pandemi Covid-19 Implementation of Diabetes Mellitus and Hypertension Control Program through Whatsapp Media. 6(3), 475–487.
- Ladipa, C., Aristi, N., & Alnashava, P. (2019). Motif Penggunaan Media Sosial Bagi Penyandang Disabilitas Netra ( Studi Kasus Mengenai Motif Penggunaan Facebook Bagi Penyandang Disabilitas Netra Pada Terapis Pijat ). *Mediakom : Jurnal Ilmu Komunikasi*, 3(2), 196–208.
- Leonita, E., & Jalinus, N. (2018). Peran Media Sosial dalam Upaya Promosi Kesehatan : Tinjauan Literatur. *Jurnal Inovasi Vokasional Dan Teknologi*, 18(2), 25–34.
- Nasution, N. S., Musthofa, S. B., & Shaluhiah, Z. (2021). Edukasi Pencegahan Covid-19 Dalam Media Sosial : Gambaran Konten Video Tiktok. *Jurnal Kesehatan Masyarakat (JKM)*, 9(2), 180–187.
- Nugroho, A. T. (2022). Perubahan Pola Perilaku Pencarian Informasi Kesehatan Selama Pandemic Covid-19. *Media Informasi*, 31(1), 103–114.
- Pala, A. (2018). Komunikasi Kesehatan Di Era Digital Dalam Pelayanan Kesehatan Ibu Dan Anak Di Kabupaten Timor Tengah Utara-Kawasan Perbatasan Republik Indonesia-



- Republica Democratica de Timor Leste. *Prosiding Senas POLHI*, 1(3), 37–46.
- 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>
- Prasanti, D. (2018). Literasi Informasi Kesehatan sebagai Upaya Pencegahan Informasi Hoax dalam Penggunaan Obat Tradisional di Era Digital Health Information of Literation as Prevention Processes of Hoax Information in the Use of Traditional Medicine in Digital Era. *Jurnal Pekommas*, 3(1), 45–52.
- Rachmawati, T. S., & Agustine, M. (2021). Keterampilan literasi informasi sebagai upaya pencegahan hoaks mengenai informasi kesehatan di media sosial. *Jurnal Kajian Informasi Dan Perpustakaan*, 9(1), 99–114.
- Rajasa, F. I., Widjanarko, B., Husodo, B. T., Masyarakat, F. K., Diponegoro, U., & Diponegoro, U. (2020). Media Sosial Instagram Terhadap Tingkat Pengetahuan Remaja Di Pulau Jawa ( Relationship of Intensity Reproductive Health Content Usage on Instagram with Adolescents Level of Knowledge in Java ). *Jurnal Kesehatan Masyarakat (JKM)*, 8(September), 6.
- Saputra, A. (2019). Survei Penggunaan Media Sosial Di Kalangan Uses And Gratifications. *Jurnal Dokumentasi Dan Informasi*, 9008(21), 10. <https://doi.org/10.14203/j.baca.v40i2.476>
- Sari, N. K., & Mustamu, A. C. (2022). Program Pelatihan Media Online Berbasis Website Untuk Kader Kesehatan Di Puskesmas Malawili Kabupaten Sorong. *Jurnal Kreativitas Pengabdian Kepada Masyarakat (PKM)*, 5(11), 3886–3897.
- Sembiluh, D. S., & Sulistiadi, W. (2022). Analisis Implementasi Pemasaran Digital di Rumah Sakit pada Pandemi COVID-19: Literatur Review. (*MPPKI*) *Media Publikasi Promosi Kesehatan Indonesia The Indonesian Journal of Health Promotion*, 5(3), 224–232.
- Sidjabat, F. N., Bella, R., Macado, A., Akrima, D. A., Marvionada, O., Toto, I., Kuntari, T., Subagio, N. A., Zahra, R., Sabarno, N., Timur, J., & Timur, J. (2022). Pemberdayaan Remaja Berbasis Online Sebagai Promotor Kesehatan Jiwa. *Jurnal Pengabdian Kepada Masyarakat*, 2(1), 20–30.
- Suteja, R. S. A., Umar, Wibowo, N. S. W., & Ramadhiansyah, D. (2022). Media Promosi Kesehatan Dan Pencegahan Prematuritas. *Jurnal Ilmu Komunikasi*, 5(1), 23.
- Tan, L., Bao, M. B. B., Ng, S. H., Omar, A., & Karupaiah, T. (2018). What's on YouTube? A Case Study on Food and Beverage Advertising in Videos Targeted at Children on Social Media. *Original Articles*, 14(5), 280–290. <https://doi.org/10.1089/chi.2018.0037>
- Ventola, C. L. (2014). Social Media and Health Care Professionals : Benefits , Risks , and Best Practices. *P & T*, 39(7), 491–500.
- Vionita, L., & Prayoga, D. (2021). Penggunaan Media Sosial selama Pandemi Covid-19 dalam Promosi Kesehatan di Rumah Sakit Kabupaten Tangerang. *Media Kesehatan Masyarakat Indonesia*, 20(2), 126–133.
- Wahono, M. S., Pranowo, A., & Ulfa, S. M. (2022). Pemanfaatan Media Sosial Tik Tok Untuk Sarana Promosi Kesehatan. *Jurnal Peduli Masyarakat*, 4(1), 181–188.
- Wijayanti, R. P., Handayani, P. W., Azzahro, F., Wijayanti, R. P., Handayani, P. W., & Azzahro, F. (2022). ScienceDirect ScienceDirect Intention Intention to to seek seek health health information information on on social social media media in in Indonesia Indonesia. *Procedia Computer Science*, 197(2021), 118–125. <https://doi.org/10.1016/j.procs.2021.12.125>
- Yunita, R., Hakim, A. L., & Sari, A. (2021). Promosi Kesehatan Melalui Media Sosial , Literasi Kesehatan , dan Kebijakan Physical Distancing Terhadap Perilaku Pencegahan COVID-19. *Jurnal Interprofesi Kesehatan Indonesia*, 1(1), 1–8.