

Las Redes Sociales como Catalizador: Explorando el Impacto de Instagram en las Prácticas de Promoción de la Salud en Hospitales Privados de Java Occidental

Social Media as a Catalyst: Exploring the Impact of Instagram on Health Promotion Practices in Private Hospitals of West Java

YUSTIKASARI YUSTIKASARI

Universitas Padjadjaran
Jl. Raya Bandung Sumedang KM.21,
Jawa Barat 45363, Indonesia
yustikasari@unpad.ac.id

RENATA ANISA

Universitas Padjadjaran
Jl. Raya Bandung Sumedang KM.21,
Jawa Barat 45363, Indonesia
yustikasari@unpad.ac.id

RETASARI DEWI

Universitas Padjadjaran
Jl. Raya Bandung Sumedang KM.21,
Jawa Barat 45363, Indonesia
yustikasari@unpad.ac.id

PRIYO SUBEKTI

Universitas Padjadjaran
Jl. Raya Bandung Sumedang KM.21,
Jawa Barat 45363, Indonesia
yustikasari@unpad.ac.id

FAJRIANI ANANDA

Riau University
Bina Widya KM Campus. 12.5,
Pekanbaru City, Riau 28293
fajriani.ananda7404@grad.unri.ac.id

Recibido/Received: 02/12/2023. Aceptado/Accepted: 22/05/2024.

Cómo citar/How to cite: Yustikasari, Yustikasari, et al. (2024). Social Media as a Catalyst: Exploring the Impact of Instagram on Health Promotion Practices in Private

Hospitals of West Java. *Sociología y Tecnociencia*, 14 (2), 23-39. DOI: <https://doi.org/10.24197/st.2.2024.23-39>

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Resumen: La promoción de la salud mediante el uso de medios digitales, principalmente a través de la red social Instagram, ofrece numerosas ventajas en forma de fuentes de información sobre salud fácilmente accesibles, información sobre salud que puede diseñarse para ser visualmente más atractiva, y puede formar una comunidad entre las audiencias relacionadas con la salud e incrementar el contenido educativo interesante utilizando las características de Instagram. Este estudio tiene como objetivo aprender más sobre el uso de la red social Instagram como un medio de promoción de la salud por varios hospitales privados en Java Occidental. Esta investigación utiliza los conceptos de Luttrell, es decir, Compartir, Optimizar, Gestionar y Comprometer. Este estudio utiliza métodos cualitativos con técnicas de recolección de datos como observaciones, entrevistas y estudios de literatura. Los resultados obtenidos son 1) La elección de la red social Instagram por parte de Hospitales Privados como una de las herramientas de medios de promoción de la salud es el paso correcto; 2) En la etapa de optimización, el mensaje se empaqueta de tal manera que se pueda transmitir de manera óptima a través de las redes sociales. Esto se debe a que cada red social tiene características diferentes; el proceso de optimización llevado a cabo por el hospital selecciona el contenido a subir y ve cada conversación en cada publicación; 3) En la etapa de gestión; el hospital realiza un monitoreo de medios observando el desarrollo del número de seguidores, la cantidad de publicaciones y la cantidad de respuestas cada mes; 4) En la etapa de compromiso; el hospital establece un objetivo para la promoción de la salud a través de la red social Instagram de hospitales privados en Java Occidental.

Palabras clave: Promoción de la salud, hospital, redes sociales, Instagram.

Abstract: Health promotion by utilizing digital media, primarily through Instagram social media, brings many advantages in the form of easily accessible health information sources, health information that can be designed to be more visually attractive, and can form a community among audiences related to health and increase interesting educational content by utilizing feature features in Instagram. This study aims to learn more about using Instagram social media as a health promotion medium by several private hospitals in West Java. This research uses Luttrell's concepts, namely, Share, Optimize, Manage, and Engage. This research uses qualitative methods with data collection techniques such as observations, interviews, and literature studies. The results obtained are 1) The selection of Instagram social media by Private Hospitals as one of the health promotion media tools is the right step; 2) At the optimization stage, the message is packaged in such a way that it can be optimally conveyed through social media. This is because each social media has different characteristics; The optimization process carried out by the hospital selects the content to be uploaded and sees each conversation in each upload; 3) At the management stage; the hospital conducts media monitoring by looking at the development of the number of followers, the number of posts and the number of responses each month; 4) At the age stage; the hospital set a target for health promotion through social media Instagram private hospitals in West Java.

Keywords: Health promotion, hospital, social media, Instagram

INTRODUCTION

Currently, social media has changed the pattern of information search behavior of the public, including finding information related to health. Social media is one of the potential sources of information that can be trusted for its truth and is used as a reference in health behavior decisions. Social media's growth has completely changed how people interact, communicate, and socialize. This platform is crucial in facilitating users' interaction, communication, and information sources. Social media such as Facebook, Instagram, YouTube, TikTok, etc., are new platforms for interacting, communicating and exchanging information between users because these media offer convenience to fellow users and are easy and cheap (Antoci et al., 2019; Arora et al., 2019).

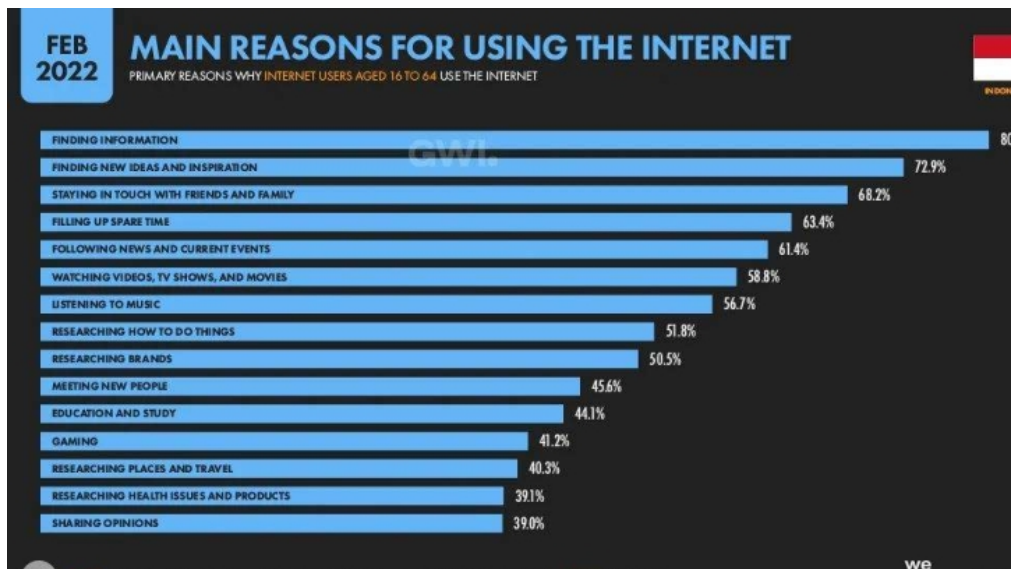


Figure 1. Internet Usage Reasons
Source: (We Are Social, 2022)

Based on the data above, it can be said that most internet-based media users use the media as a source of information, then used to find inspiration or ideas related to their profession. With the development of social media tools and smartphones, social media has become an essential source of information for many individuals. By using services such as Facebook, Twitter, and Instagram, individuals, can quickly build virtual communities to share news and information with family, friends, and colleagues (Zhu et al., 2018). The reason for using social media is to disseminate health information to the public, interact with patients, improve service satisfaction, connect with academics, and improve professional development(Mohammed et al., 2021).

Social media has become an increasingly popular communication platform in the last decade. After using social media, health promotion strategies adapted to the increasingly influential and rapidly evolving social media revolution. Social media presents a massive opportunity in health promotion by moving it from one-to-many to one-to-one and many-to-many simultaneously and reaching people in real-time wherever they are. Health promotion is an educational tool that can educate and create awareness of health problems through various forms of media (Acha-Anyi et al., 2020)

In the contemporary digital era, health promotion has witnessed a transformative shift, notably with the integration of platforms like Instagram. This social media channel offers myriad advantages for health communication. Not only does it serve as an easily accessible reservoir of health information, but it also allows for the creation of visually engaging content that appeals to a broad audience. Moreover, Instagram fosters community-building, enabling health enthusiasts, professionals, and the general public to connect, share, and engage on pertinent health topics. Additionally, the platform's diverse features amplify the potential for crafting educational content that not only informs but also captivates its audience. As highlighted by Pinto et al. (2021) the multifaceted benefits of Instagram make it an invaluable tool in the realm of health promotion.

The digital landscape, punctuated by the rise of social media, has revolutionised how health information is disseminated and consumed. Platforms like Facebook, Twitter, Instagram, and YouTube have made it possible for information to be available to users around the clock. One of the paramount advantages of using social media for health dissemination is its versatility in content presentation. As highlighted by Wijayanti et al. (2021), health information is no longer restricted to textual formats. Instead, it can be dynamically presented through images, infographics, videos, and interactive content, making it more accessible and engaging for diverse audiences.

This accessibility is pivotal when considering the concept of hospital health promotion, which is fundamentally built upon the health promotion foundations established by the WHO Ottawa Charter. This charter emphasises the need for a paradigm shift in health services, promoting an approach that's proactive rather than reactive. Instead of focusing solely on treating illnesses, the emphasis is on fostering health and well-being. This notion of reorienting health services is identified as a crucial action area, challenging hospitals to realign their processes and methodologies.

At the heart of this reorientation is the objective delineated by Aujoulat et al. (2006): to empower individuals, enabling them to exert greater control over their health determinants and subsequently enhance their overall well-being. Social media, in this context, emerges as a potent tool. It provides hospitals with a platform to educate, engage, and empower patients and the broader community. By sharing interactive content, success stories, preventive measures, and health tips, hospitals

can extend their reach and influence beyond their physical boundaries, thereby actively participating in the broader health promotion discourse.

Researchers in this research compare with several studies that use Luttrell's concept, namely share, optimize, manage, and engage to see the differences between each institution or agency in managing social media. There is similar research that discusses Instagram management. One is a study on how to manage Instagram @indonesiabaik.id social media through sharing, optimizing, caring, and engaging. The results showed that controlling the @indonesiabaik.id Instagram account at the sharing stage has not been optimal in building public trust, has not used social media mention tools, and does not yet have influencers (Hajati et al., 2018).

Other research focusing on using Instagram as a medium for health promotion and prevention of prematurity shows that the Instagram feature makes it easier for the Indonesian Premature Community to interact with followers. This study described how Instagram social media could effectively carry out health promotion with the main target of parents of premature babies. The success of this health promotion is inseparable from the facilities and features in Instagram such as direct messages, captions, insights, stories, live, and hashtags which are then used to create creative content about the health of premature babies and education on breastfeeding (breast milk) for premature babies (Suteja et al., 2022) The feature on Instagram social medicine can be utilized to create interesting content because it can contain audio-visual content apart from just static content.

Another similar research that examines the stories feature in Instagram as a medium for promoting eye health suggests that the Instagram stories feature can be used as a medium for promoting eye health. This research examined the management of social media on @optometry.bth accounts regarding the benefits of health information on their followers. The research results suggest that the success or effectiveness of uploading a piece of content is determined by the number of views and discovery as well as the number of followers and hours of upload time (Husna et al., 2021). Instagram is a social media that focuses on photos and videos. This advantage can attract more people to access the information presented. According to research, people access Instagram 45% longer than they access Facebook and 40% when they access Twitter (Casaló et al., 2020).

The common thread that can be taken from some of these previous studies is that the use of Instagram for promotion, especially health promotion, is quite potential because Instagram media is equipped with various feature features that can maximize the spread of promotional content and information. However, whether the advertising is effective is influenced by several things, such as the number of followers, the time of uploading content, the number of views, and the packaging of attractive visual content design.

Based on the background and previous similar research, this study aims to find out more deeply how several private hospitals carry out the use of Instagram social media as a health promotion medium in West Java. This research uses Luttrell's

concept of social media management, namely: 1) Share; at this stage, institutions already have a strategy in choosing social media and making effective and efficient social media planning; 2) Optimize, in this stage, the institution prepares messages, message designs, message upload times via social media; 3) Manage, at this stage the institution prepares how to manage social media properly from monitoring to evaluation; 4) Engage, at this stage, institutions must think about how they interact with the target or audience and utilize influencers and social media activists to help increase engagement on their social media (Luttrell, 2019).

RESEARCH METHODS

This research adopts a qualitative descriptive approach to deeply understand the phenomena occurring within the context of health communication in hospitals in West Java. We have selected this methodology due to the unique nature of each phenomenon under investigation, requiring an in-depth understanding of its context - including location, policy, management, and other factors influencing health communication practices (Afifuddin & Saebani, 2012). We aim to capture the essence of these phenomena in their natural and unengineered state, as highlighted by Bajari (2015). To achieve this, we will employ a holistic approach, extensively exploring aspects related to the implementation of health communication within the context of health promotion in hospitals.

In the data collection process, we utilise purposive sampling techniques, allowing us to selectively choose the most informative data sources pertinent to our research topic (Sugiyono, 2018). Our primary respondents include the health promotion directorate and representatives from five private hospitals, selected based on predefined criteria. To gather data, we conducted a series of in-depth interviews with these informants, along with direct field observations. This approach enables us not only to hear the perspectives of our informants but also to directly observe how health communication is implemented and applied in the actual hospital settings. Additionally, we have undertaken extensive literature analysis. Sources such as books, journals, posters, and other relevant media form the basis for enriching our understanding and providing additional context to the data collected from the field. By integrating these varied data sources and data collection techniques, our research aims to provide a comprehensive and in-depth portrayal of health communication practices within health promotion in hospitals in West Java, taking into account local nuances and specific contexts that influence these phenomena.

Results and Discussion

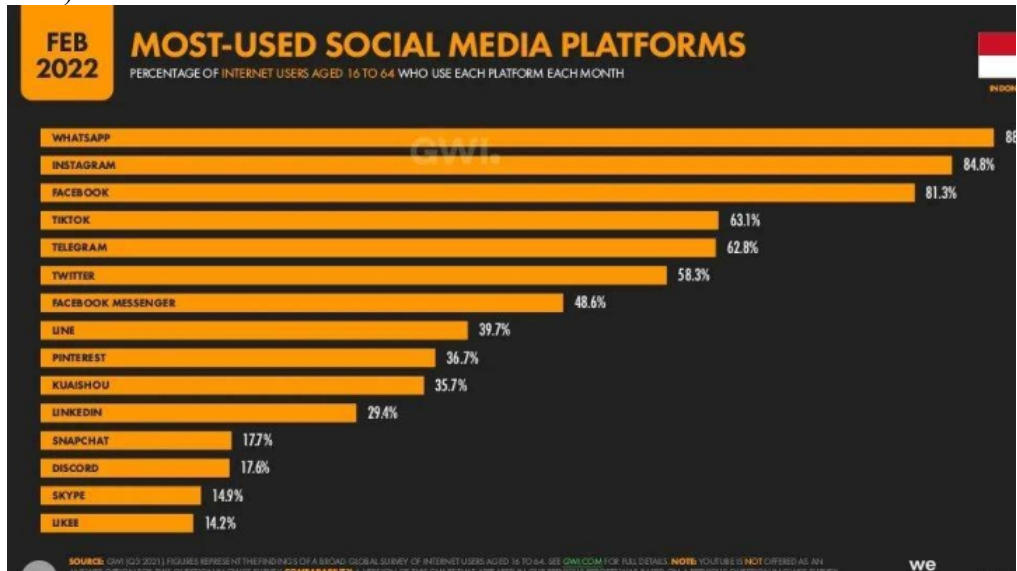
Social media platforms can promote public health and improve functional health literacy. For example, using social media platforms for health campaigns to show the dangers of smoking or diet interventions will increase the spread of these

campaigns due to the popularity of social media. Therefore, social media has considerable potential for health intervention activities. The use of social media such as Instagram results in the availability of social media data because social media platforms such as Instagram offer important health promotion information that can directly influence user behavior through message framing (Nida Khansa & Ali Sodik, n.d.).

Here is an explanation of Instagram itself on the official website of the Circular model of Some, according to Regina Luttrell (2015):

Share

In this stage, the institution formulates a strategy for using social media, including what social media will be used, why, and what form of content it is so that health promotion using social media can run effectively and efficiently. Currently, Instagram social media is ranked second most by internet users, so this can be one of the choices of institutions in choosing Instagram as their health promotion medium. Like other social media, Instagram has the advantage of being a promotional medium because of its broad reach, real-time, and ease to access, so it is very effective to be able to become source of health information and health promotion that can change people's behavior following the purpose of promotion (Wulantari & Rahmayanti, 2019).



Picture 2. Most Popular Social Media

Source:(We Are Social, 2022)

In research conducted by We Are Social (2022) in Indonesia, it can be seen that Whatsapp is ranked first in terms of media platforms that are often used and accessed by the public, namely Instagram and Facebook social media. Seeing this

potential, Instagram is one of the social media that is quite potential if it is used as a promotional medium or dissemination of information because it is one of the most popular choices for the public in its use. Therefore, social media platforms such as Instagram have created an excellent opportunity to share information related to health and have begun to be utilized by several health institutions (Hospitals, Puskesmas, and Clinics, both public and private). The primary function of Instagram here is to create an online social network with other users and share personal information and other content. The selection of people uses social media, especially Instagram, to find health information because it is easy, and the content is interesting because it focuses more on visuals. The cost is relatively cheaper (Sari ZA et al., 2019).

Selecting Instagram social media by Private Hospitals as one of the health promotion media tools is the right step because currently, Instagram ranks second in terms of its use among the public. There are several reasons why they use Instagram as a health promotion medium, namely: as a source of health information that can be accessed by the public freely and easily, as a two-way means of communication between hospitals and the people, and Instagram is a trending social media and is widely used by the public. In line with Luttrell's opinion that social media is a place that can be used as a place to share information and form a community in an online network (Luttrell, 2019), Why is social media so prevalent in society? Because social media, apart from being a promotional medium for forming public opinion, can also be used as a reliable source of information and as a forum for interaction between them (Nugrahani, 2017). Social media can be considered a means of communication that promotes healthy lifestyle habits in organizations (Laroche et al., 2020).

In addition, in the sharing stage, social media supports a two-way or dialogical communication model so that there can be direct conversations between users; in this stage, the communicator, namely the hospital, must participate in managing social media (Luttrell, 2019). Social media has expanded its function, not only as a source of information (Setyani et al., 2013) exchange of information but can also be used as a forum to accommodate interactions between fellow users and parties who have the platform to share knowledge, insights, and experiences of each user in health services. Another reason for choosing to use Instagram is because it has two properties of interpersonal communication and mass communication; when hospitals upload health promotion content and respond to it to the public, interpersonal communication occurs (Dwi & Watie, 2011). Then at the same time, if someone uploads content, it can be seen and enjoyed by a large audience, then mass communication occurs. One of the reasons why people like communication through social media is its interpersonal nature, and people will tend to be more comfortable and courageous in speaking and expressing their expressions and aspirations to other users.



Picture 3. Social media users in Indonesia

Source: (We Are Social, 2022)

Luttrell said that social media users are the general public. However, each activity program must still conduct formative research to determine who the target is so the audience is certainly adjusted to the characteristics of Instagram, which presents more visual content than textual (Luttrell, 2007). Based on figure 3, it can be seen that active social media users reach more than 21 million people, so the use of social media as a promotional medium is considered appropriate, meaning that almost as a large number of Indonesians use the internet and these users make the internet and social media a source of information for them. As Soliha said, people nowadays use social media because they are free to choose and share information and communicate with the crowd without the need to think about obstacles in terms of cost, distance, and time. The hospital admits that through social media, hospitals, and patients can interact in real-time and provide flexible time in use, but it also creates new demands that the hospital, as a communicator, must be on standby at all times monitoring their social media to respond if any questions come in (Soliha, 2015)

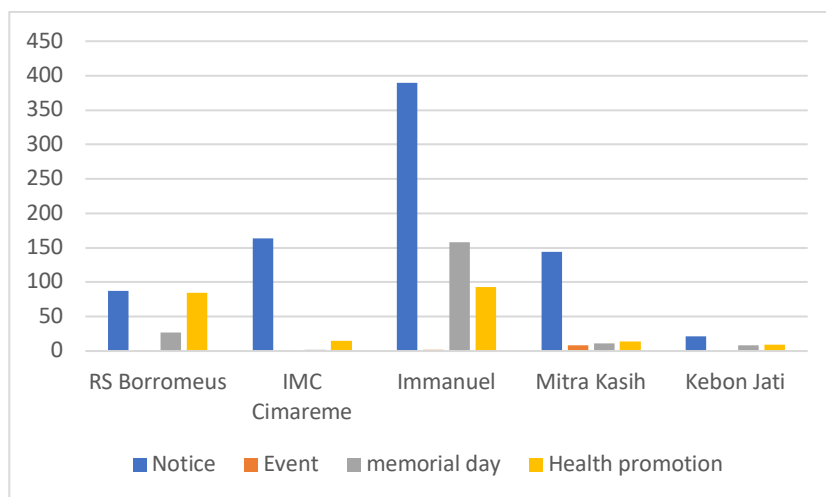
Optimize

At this stage, the message is packaged to be optimal for and follow the characteristics of the selected social media; The hospital's optimization process chooses the content to be uploaded and sees every conversation in each upload. However, checking each conversation has not been entirely carried out because it still uses a manual system, namely checking uploads one by one. This is not following the concept of social media management from Luttrell, which says that an institution must observe and hear what happens to its audience after sharing content by

measuring and assessing the level of communication participation among its audience (Luttrell, 2019). We recommend that the hospital conduct media monitoring using tools such as website analytics to measure the level of social media management so that the social matrix is visible to help the institution (hospital) evaluate and plan the next stage.

According to the hospital, when uploading health promotion content, they must be considered the content packaging because the content in the form of photos and short videos is more interesting than the content in the form of ordinary announcements. An interesting upload and exciting content can be indicators of audience information absorption. Because visuals are more attractive than textual content, audiences tend to be more interested in image images than writing, and visual content is easier to infuse and understand. The content can be video, images, animations, and audio (Aksol & Sodik, n.d.).

In line with what Notoatmodjo said, the audience's cognition is improved when looking at the presentation of information in the form of a combination of sight and hearing. The delivery of education through audio-visual knowledge will increase the audience's emotional response and influence their interest in learning (Chusniah Rachmawati, 2019).



Picture 4. Content from Private Hospital Instagram

Source: research results 2022

Based on figure 4, it can be said that Announcement Content still dominates as the most content categorization in social media. Promkes and anniversary content on social media is about the same number. The hospital's Social Media still doesn't show much content containing Health Promotion. Based on our other research, this category is the most desired by the public. There is still much anniversary content without added value in RS's social media. Even though the anniversary day can be

momentum for hospitals to convey health information and promote their services. The content of the event became the 2nd most because there was a tendency for the RS to feel that they had to report their activities to the public, and based on interviews with the Public Relations of the RSUD, there was a direction from the local, regional leader, namely the mandatory posting of content.

The next stage is for the hospital to plan a schedule for uploading each piece of content. This follows the social media planning according to Luttrell, namely with the Yearly Schedule. The Yearly Schedule is then broken down to monthly, and the content uploaded is themed on announcements, events carried out by hospitals, holiday commemorations, and health promotions. However, uploads about health promotion are still lacking compared to content containing reports. We recommend that in uploading content, other than judging from the content category, namely the propagation of health promotion, it is also necessary to look at the time factor of uploading content, namely choosing a sufficient time (Hafiar et al., 2019; Luttrell, 2019).

Table 1. Types of Content on Instagram

Types of content	Contents
Health Promotion	<ul style="list-style-type: none"> - Correct use of masks - Education on the Right Diet for Diabetics - Education about nutrition - Education about mothers and children
Announcement	<ul style="list-style-type: none"> - doctor's schedule - Control schedule - Vaccine schedule - Training Schedule

Source: research results 2022

In creating a content upload schedule on the Instagram account, the hospital involves several parts: public relations, IT (Information Technology), and marketing. The content uploaded varies; for example, there is a time when the public relations section uploads, then the marketing section uploads, and the health promotion division section, each team has its schedule to upload it.

For health promotion to run optimally, it must pay attention to attractive visual design and content that is easy to understand (Sari ZA et al., 2019). The audio-visual design will provide color and add value to the content, increasing the health promotion's success. Well-packaged messages and easily accessible social media will influence the audience's confidence in the content of the letter, which will positively impact the audience's attitude and ultimately affect their intentions and behaviors following the objectives of health promotion carried out.

Manage

At the management stage; the hospital conducts media monitoring by looking at the development of the number of followers, the number of posts, and the number of responses each month; there are three essential things in this stage, according to Luttrell, namely media monitoring, real-time interaction and quick response (Luttrell, 2019). In the optimization stage, the hospital has found out what is happening on social media about what the public is talking about, how the public responds and perceptions about them, and what things are being discussed, whether negative or positive, after they observe the conversation process on social media through comment comments on each upload. At the management stage, the hospital conducts media monitoring on each content upload to make material for responding to things that need to be clarified or treated immediately.

Media monitoring is carried out by looking at the development of the number of followers, the number of posts, and the number of responses each month. This is appropriate and follows Luttrell's statement, namely that media monitoring can calculate results and understand the metrics that appear on social media. The information can show that an institution can understand the picture of what is happening on social media and can take the proper steps by determining the next strategy based on social media monitoring results. Most of these hospitals said that (Luttrell, 2019) they use Instagram Insight to monitor media, from analyzing accounts to developing the number of followers, likes, and comments on each upload. Because the hospital has exceptional staff to monitor and evaluate its social media, this task is temporarily carried out by public relations.

The use of social media as an information medium and communication forum also has disadvantages because Instagram is based on factors of need or trend. One disadvantage of social media is the absence of control over information and communication; therefore, the reception of messages/information can vary, favorable to negative. One of them is the number of users who are anonymous or use a second account with a fake name (fake/second account); so many messages or comments from followers are irresponsible (Subekti et al., 2020).

No less critical step in managing social media is responding to every comment or question on every content uploaded as quickly as the comment time. In answering, the language used can be understood, friendly, informal, and uses slang in approaching the public. Currently, the hospital is trying to reply to any comments related to information about the hospital following Luttrell's statement explaining that a quick response at this stage will give a good image of the audience towards the institution. So the institution must determine the type of conversation or language used in interacting with its audience. Keraf says that a good language style should contain the following elements: honesty, good manners, and attractiveness. Instagram is a social media that is used as a source of information by its users with a language that has its characteristics. Hence, the hospital does not use formal language to interact with its audience (Luttrell, 2019; Watie, 2016).

The steps taken by the hospital are following the Luttrell concept, namely that institutions must strive to respond to consumers in real-time to provide a positive image to the company and can be used as one of the digital strategies that can help institutions in increasing the number of audiences and getting a good level of engagement. In an institution, one of the important ones is an image. Images deliberately need to be formed to have a positive value. Quick response and communication in a dialogical direction will provide a positive image of the audience on the part of the institution, especially if the language used is polite, excellent, and easy to understand. However, due to limited human resources (Luttrell, 2019), admins who manage social media are often overwhelmed in monitoring and responding to every comment. This needs to be a concern for institutions that if social media management is to be successful, it needs resources devoted to managing social media who understand and understand social media management.

Engage

This stage is where institutions utilize influencers to influence their audience—based on the results of interviews on social media management by hospitals, starting from research to selecting communication target targets. Setting a target for health promotion through Instagram social media of private hospitals in West Java, namely people of productive age between the ages of 17-45 years; this also aims to become a preventive effort for young people to maintain their health behaviors and reduce the risk of disease in the future.

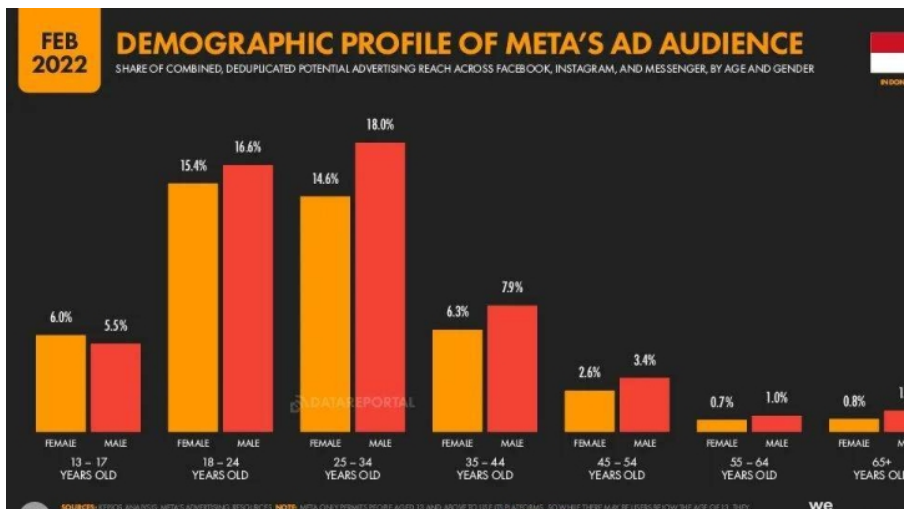


Figure 5. Social media user profiles by age

Source: (We Are Social, 2022)

Based on figure 5, it can be seen that most social media users in terms of age are between the ages of 18-44 years. The APJII Survey also shows that 143.26 million

people are using the internet, and 87.13% of them access social media on their internet use (APJII, 2018). That way determining the age of 18-44 years is one of the right ways because of the large amount of internet use at that age.

Currently, the hospital has not used influencers or social media activists to help promote health through its social media. Social media influencers are pretty effective in helping health promotion because they already have their audience and followers who can help lead their opinions according to the purpose of the advertising.

Conclusion

The results obtained in the sharing stage are as follows: The selection of Instagram social media by Private Hospitals as one of the health promotion media tools is the right step because Instagram currently ranks second in terms of its use among the public. There are several reasons why they use Instagram as a health promotion medium, namely: as a source of health information that can be accessed by the public freely and easily, as a two-way means of communication between hospitals and the public, and Instagram is a trending social media and is widely used by the public.

In the optimization stage, the hospital has found out what is happening on social media about what the public is talking about, how the public responds and perceptions about them, and what things are being discussed, whether negative or positive, after they observe the conversation process on social media through comment comments on each upload.

At the management stage, the hospital conducts media monitoring on each content upload to make material for responding to things that need to be clarified or treated immediately. Because the hospital has exceptional staff to monitor and evaluate its social media, this task is temporarily carried out by public relations.

At the age stage, The hospital is setting a target for health promotion through Instagram social media of private hospitals in West Java, namely people of productive age between the ages of 17-45 years; this also aims to become a preventive effort for young people to maintain their health behaviors and reduce the risk of disease in the future. Currently, the hospital has not used influencers or social media activists to help promote health through its social media. Social media influencers are pretty effective in helping health promotion because they already have their audience and followers who can help lead their opinions according to the purpose of the advertising.

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