

# Interplay health communication in new media in healthy living attitudes in Indonesia

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## Abstract

Health communication has become important after two years of the world experiencing Covid 19. The quality of healthy life in the community is important. New media make good information about maintaining health. However, because of the long period of being in normal healthy conditions, many new media accounts provide incorrect health information. The research question is how effective is health communication in the content of its messages in the new media about health in the post-pandemic period against the healthy living attitudes of its followers? The purpose of the study was to find out health communication in the content of its messages in new media about health in the post-pandemic period towards the healthy living attitudes of its followers. The concepts of health communication, healthy living attitudes, and previous research support this research. Health communication has the dimensions of interpersonal communication and mass communication. A healthy life attitude has cognitive, affective, and conative dimensions. This research method uses quantitative by distributing questionnaires to respondents. The validity and reliability of the measuring instrument is valid and reliable so that it can be continued to the next statistical analysis. The results of descriptive research are of good value to all dimensions, both health communication variables and attitude variables. The analysis of the next two variables is that both have strong effectiveness. The interplay of both variables is considered strong according to the applicable standards according to some literature. This means that the effect of health communication in new media is effective in influencing the life attitudes of the Indonesian people. So the alternative hypothesis of this study is accepted, and the null hypothesis is rejected. The results of this study are related to previous studies. So that it can be utilized by subsequent research and health communication academics. Research suggestions can be developed from other theoretical perspectives and use other methods to enrich the development of health communication studies.

**Keywords:** *Health Communication, New Media, Healthy Living Attitudes*

## INTRODUCTION

With 200 million citizens, health in Indonesia is the main thing in order to achieve good health figures in order to increase the health index of the Indonesian people. In 2021, one of the news on the Indonesia Window channel mentioned sad facts about Health in Indonesia, with a large population there are sad facts about the lack of health facilities and socialization carried out by the government which is considered insufficient to care for the community, by being ranked 11th out of 11 countries or the last place in Asia Pacific whose index figures are measured through individual health making Indonesia look less compared to other countries. In addition to the lack of health facilities, the community is also less aware of the importance of health and further examination of health. People are still adamant about their opinion that hospitals are places intended only for sick people, therefore healthy people are prohibited from visiting hospitals, even though health checks need to be carried out for healthy people with the aim of controlling health rates in Indonesia. (Indonesia Window, 2021)

As part of the milestone of equitable distribution of national development, health needs to be improved and become one of the government's priorities to continue to be developed. After experiencing the Covid-19 Pandemic, the development of Health was delayed which caused delays in the national health figures. There are several areas that are the main focus of the government, namely public nutrition control health, maternal and child health, prevention of diseases along with the control that is adjusted to community conditions and strengthening the health system. Major changes have occurred in Indonesia due to the Covid-19 pandemic, Health reforms need to be carried out to ensure that Indonesia's targets in the Health sector can be achieved. After the Covid-19 pandemic, data from the World Health Organization (WHO) shows that throughout 2022 the second quarter (August-September range) and this study was made (As of March 2023) there were 160,884 deaths in Indonesia with a life expectancy of 72.33 years. What is surprising is the fact that the age of women in Indonesia is 4 years longer than that of men with a ratio of 74 years for women and 70 years for men (Irawan, 2022)(World Health Organization, 2022).

Twitter, as a social media has been used since 2006 and has had a lot of impact on human interaction. Having more than 396 million active users, Twitter is still actively used today even though it was hit by a dim tsunami because it was considered unfavorable for its owners in 2015. With such a large user boost, Twitter finally maintained its existence and became one of the mediums for exchanging information with various opinions and campaigns or just daily tweets. Based on the statistical index announced through *Social Shepherd* that there are 500 million tweets sent by all Twitter users globally every day, meaning that in one week Twitter will have as many as 3.5 billion tweets. (Shepherd, 2023)

As previously mentioned about Twitter media is often used to exchange information, one of the pieces of information spread through Twitter is health news. Twitter users' intensity is quite long for each user, the average is 31 minutes in one day. With the use of media that is quite long, Twitter is a suitable medium to be used in disseminating information. During the Covid-19 pandemic in the past few years, Twitter has become one of the media used to actively spread vaccines in Indonesia to reduce the transmission rate of Covid-19, where Twitter is a suggestion to influence the public and educate about vaccinations, especially to maintain the level of health in Indonesia.

At a time when the Covid-19 vaccination was being vigorously echoed by the government, the hashtag #VaksinUntukKita was also widely used to launch a health campaign against the pandemic that was being faced by human entities. The account that issued the hashtag was a Twitter account with the name @VaksinUntukKita with 2500 data obtained through the hashtag. Through this account, the public can access the dissemination of information related to vaccines, reply to messages, share links, and re-tweet. The point is, Twitter media as a means of health information, especially during the past pandemic, has become interactive with the rapid spread of news and a wide reach (Riyanto, et al, 2022). Social demographics in health communication consist of age, gender, race or ethnicity, level of education, marital status, and others. One way to realize the importance of health is to have health insurance

In addition to @VaksinUntukKita accounts, other accounts contain health information, one of which is @jiemiardian, a psychiatrist who practices at Siloam hospital, Bogor. @Jiemiardian discusses more Mental health which is considered the most talked about popular Health by the public.

After the Covid-19 pandemic was changed to endemic to the world, several government agencies, and social media accounts, both from individuals to other individuals have also begun to return to being active in implementing a healthy lifestyle. Through the same social media, namely Twitter, it was found that the level of healthy living of the Indonesian people in 2022 began to increase, there was a statistical analysis that researchers could show that 126,000 tweets were discussing echoing healthy living on Twitter, through the comments column it can also be seen that there are 103 thousand interactions between users. Although this figure is fairly high, it is still insufficient to restore the state of Indonesia's health after the pandemic in the last three years. There are 29.94% of people have health complaints with health awareness increasing by around 1.26% from 2021. This is known through statistical figures that show that in 2022 there are 69.92% of Indonesians who have a BPJS Kesehatan card(Widi, 2022). With a high penetration average, social media offers a high opportunity to get a decent standard of healthy living. The confusion of information or hoaxes in the spread of health communication is certainly a problem, especially during the Covis-19 pandemic in recent years. The use of media has improved the image of social media with health communication. Social media users have also undergone changes in recent years which give a new explanation that the use of media as a means of health communication has also changed(Huo et al., 2019).

The research question is how effective is health communication in the content of its messages in new media about health in the post-pandemic period against the healthy living attitudes of its followers? The purpose of the study was to find out health communication in the content of its messages in new media about health in the post-pandemic period towards the healthy living attitudes of its followers.

## LITERATURE REVIEW

### Definition of Health Communication, Theory, and Concept

Health communication is a systematic effort to positively influence health behaviors and community communities, using various principles and methods of communication in the form of interpersonal communication, as well as mass communication (Taylor, S, 2006).

The social conditions of the Indonesian people must be determined with good health figures. lack of awareness of Indonesians towards health. The definition of health communication once expressed by Cornejo, et al with the title "A Latent Profile Analysis of U.S. Undocumented College Students' Advocacy Communication Strategies and Its Relationship with Health" revealed that Health communication is defined as a condition in which the process of delivering messages sent from sender to recipient is devoted to decision making that has a relationship with the dissemination of information regarding health to the wider community to achieve the objectives in practicing healthy living behaviors, foster awareness of the importance of healthy behaviors, and provide information and motivation to implement healthy behaviors(Cornejo et al., 2022).

The understanding of health communication has also been studied by O'Keefe whose research discusses persuasive messages in understanding things that are not part of a person's habits, with differences in behavior and the effects of intentions in differences in diagnosis, O'Keefe wrote that like health communication, the messages conveyed are health, be it in written verbal form, unwritten verbal, or in the form of non-verbal communication in the form of symbols related to health. The purpose of health communication is to persuade a person or a group to live a healthier life by the health goals to be emphasized. (O'Keefe, 2021)

A study suggests that persuasive messages shown on Health communication can alleviate the concerns of communicants towards their Health. The study is a study that discusses alternatives to media consumption, where another part of media communication is its use in health communication and the search for vaccinations during the Covid-19 period conducted by Stecula in 2022. In Indonesia, precisely through social media Twitter, Health

communication can be seen from various tweets echoed by various accounts, both official and personal accounts. In the persuasion of existing messages, Health communication confirms that the value of the correlation of intentions between two individuals is related to each other if communication can predict the individual leading to the results of good habits to carry out a healthy life which is the impact of successful Health communication. As part of its globalized growth, social media has spread in its growth over the past ten years which has been widely used by the public. There are two domains of social media that are most often used in the exchange of health information, namely Facebook and Twitter. In 2021, social media users are estimated to touch 3.02 billion humans compared to their use in 2018 which only consisted of 210 million users, through the comparison of these figures, it can be seen that there is great significance in the use of social media in the last 5 years. (Stecula et al., 2022)

With all the activities that can be done on social media that have been studied and observed by several researchers, there is health communication in it. There are at least four main reasons related to the use of social media as health communication advice. The first is, social media is used as a health communication advice on a basis to gain more knowledge about the disease diagnosed in the user, the second is to attract as many suggestions and referrals as possible to other patients with the same disease, the third as advice to get social support so that they can recover from the disease they suffer from, And the last is of course to communicate with doctors on social media who are experienced in holding the same disease.

Social media as a health communication advice has apparently brought changes, especially in reducing the worries of people with certain diseases, the exchange of information carried out apparently makes people with diseases become more excited as well as other users who encourage sufferers. Recent research has found that the use of the population on social media has crossed into various sectors, not only as a limit of entertainment or fun but has changed its use as a health communication tool that continues to grow dynamically.

### **Attitude in communication**

Social media users in health communication seem to be much more optimistic about understanding the disease they are facing and become less worried about the disease they get. In the process of communication, a communicator needs to convey a message in an attitude that is in line with what a communicator should convey, but there are differences in the recipient of the message where the interpretation of the message will have a different attitude. The practice of health communication will make communication attitudes towards health information change and usher in a change in knowledge of a certain disease or health care procedure.

Access to information on individual attitudes will make it change, people's concerns are reduced as attitudes of civility increase in the use of social media that absorb communication information. For example, people with HIV feel that the disease is a deadly disease with its age that will not be long in coming, but after searching on social media and looking for information about the disease they suffer from, the sufferer becomes calmer in hood. (Huo et al., 2019)

Health communication is conceptualized in interpersonal communication related to cognitive abilities and mass communication through how this communication is conveyed. Health communication focuses deeply and narrowly on the application of health information to individual humans, so how a person interprets health information depends on their cognitive abilities. Based on adaptability and application of information, individuals are critically assessed as having to receive information regarding the application of information that substantially impacts healthy living habits and the results of receiving information.

This concept of communication emphasizes the relationship between a professional referred to as a physician and a layman referred to as a patient, the individual's exposure to carrying, searching, and using health information, the individual's compliance with clinical recommendations and compliance with applicable rules, and the picture of health in the mass media and broad cultural understanding. Modern people expect to actively regulate and manage their health and widely reveal individual health decisions (Indrawati, 2015) .

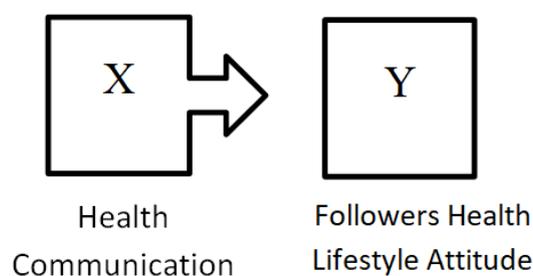
## Previous research

Judging from previous studies that can be read through the journal *Information*, there are several articles that contain health communication problems. From these articles, it can be seen that there are many efforts and efforts that can be made for the government and the public to increase the health index and reduce mortality. One of the studies that confirms health communication was conducted in 2016 by Negoro. Her research discusses health communication through cigarette packs. On cigarette packs, there is a threat that is considered a ban on people from smoking. The basis is an EPPM model revealed by Perloff in 2003. The paper explains that the persuasive message used has four elements, namely the seriousness of the message and its meaning, the threat that has the possibility of emergence, the response given by the target communicator, the formation of information from the recommended thing (Negoro et al., 2016).

The study assumes that the higher the threat posed by the communicator target, the higher the positive impact that will be obtained, where the recipient of the message will carry out activities related to changes based on the perception of the information obtained. The ability to read, write, and speak language with the aim of understanding and solving problems is referred to as literacy. Literacy itself is devoted to developing abilities, drawing conclusions, achieving goals, and developing knowledge and self-potential. In the health communication system, development has been carried out in the scope and also the depth of information. Of the various limitations, health communication has different meanings, but only two are more widely known by the public, the first is health literacy as a clinical risk and health communication as a personal asset.

Health communication also conceptualizes the literacy ability of individuals in mediating factors in health and decision-making. Social and cognitive abilities are the main concepts in the acceptance of health communication, both of which can support and motivate an individual in the possession of access to understand and use information that promotes and maintains good health (healthy living). Several previous studies have developed a communicative and critical measurement of self-reports on health literacy (Ishikawa & Kiuchi, 2010).

The hypothesis of this research theory is that health communication in the content of its messages in new media about health in the post-pandemic period is very effective against the healthy living attitudes of its followers. The model of this study is like figure 1.



Picture 1. Research Method

## METHODS

This research uses a quantitative approach. This study used a survey, questionnaires were distributed to 136 respondents. The validity results of the health communication variable with the value  $KMO = .876$ ,  $Sign = .000$ . variable healthy living attitude  $KMO = .895$   $Sign = .000$ . health communication reliability  $r = .912$  and healthy living attitudes  $r = .874$ . With the results of validity and reliability in accordance with the standards, it can proceed to the next statistical analysis.

## RESULTS AND DISCUSSION

The results of descriptive research on health communication and healthy living attitudes are positive. This means that respondents understand the health messages in the new media that are correct and apply them in

their daily lives. It is proven that the attitude of Indonesian people who have started to live healthy lives according to WHO directives and several valid health references. Here's a bar chart of a descriptive analysis of health communication and healthy living attitudes in figure 2.

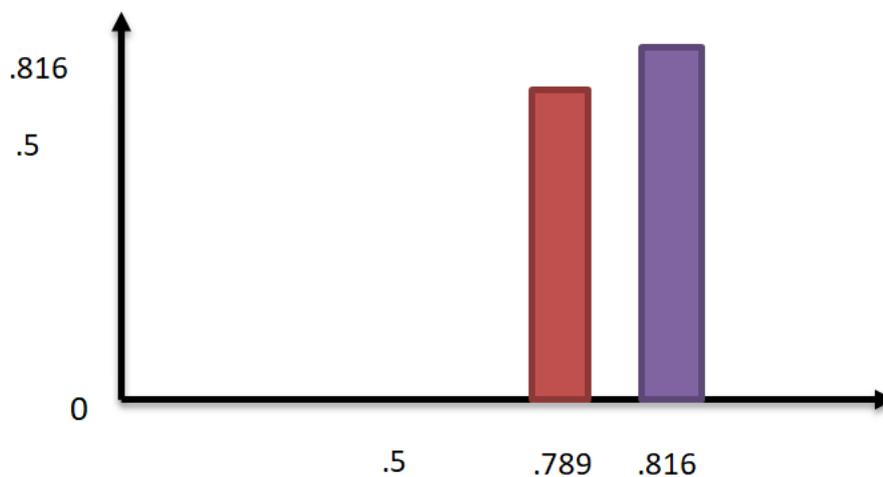
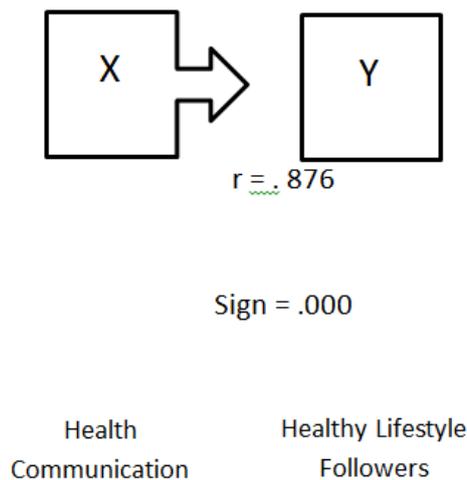


Figure 2. Univariate Description Results

A person's healthy standard of living seen through social media Twitter shows that Indonesians have shown awareness in maintaining health. The use of social media, especially Twitter social media, shows that the use of social media as health literacy has increased. With the presence of social media, the community shows positive changes, persuasi message in health communication on social media that presents interactions between two individuals applying the results with pearson correlation .816 through growth and dissemination in the last 10 years has shown positive changes in the use of new media in Indonesia through social media. The results show that social media is not only used as a means of entertainment but also a means of exchanging health information. The effect of health communication on new media depends on how the public interprets the information obtained. A person's optimistic attitude in the face of exposure to information about the disease he suffers from can make the sufferera less worried about his illness. For example, a Covid-19 sufferer looks for information about his illness on the Internet, when the sufferer gets appropriate and calming information, he will receive a stimulus and stimulate his cognitive abilities, this is what is referred to as the reduction of uncertainty in accordance with the concept of health communication in the interpersonal communication section. The determinants of stimulus on the concept of health communication are part of mass communication nested with the informer, not the recipient of the message. When the informer in the literature study section above is referred to as a professional consisting of doctors or nurses providing information about a health condition, as in the example of Covid-19, the audience also receives a message and interprets it into everyday life.

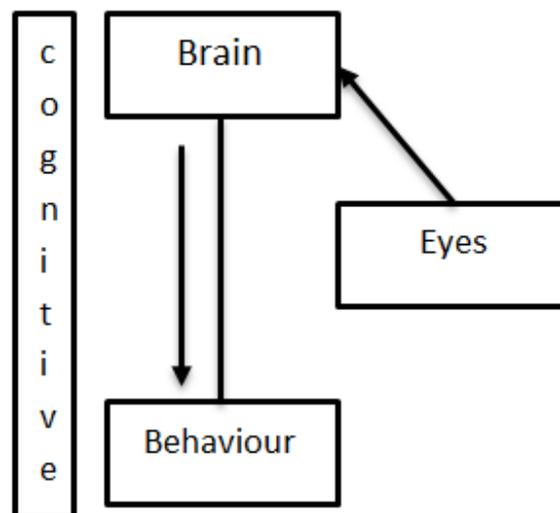
The fact is, when there is information about health that is used in new media channels, such as Twitter, it has a positive impact on social media users who are related to each other with healthy living standards in Indonesia. From the results of the study presented in the univariate description, it shows that the presence of new media affects the standard of healthy living in Indonesia. Why is that? With the presence of technology in the form of new media connected to the internet where people can access the ease of informatics, they are literate in health. Easy access to health information makes people more aware of their own health and also the health of their group.

The results of bivariate statistical analysis produce a strong force of effectiveness in the Indonesian people's health communication and life attitudes. Seen in the research model below with figure 3.



**Figure 3. The results of the effectiveness of health communication on the healthy living attitudes of the Indonesian people**

Through the picture above regarding the results of the effectiveness of health communication to healthy living attitudes, it shows that the power between communication effectiveness and healthy living attitudes is rising and getting stronger when using new media as a means of exchange regarding information about health. When the media is used to exchange information, it will generate an increasing literacy rate because access to information analysis is getting higher. The exchange of information in health communication is already shown in the study of the concept of health communication, in which optimism propagates in the ability of human cognition, the cognitive abilities of a human being grow after the receipt of information and when information is obtained, stimuli in the brain send signals on the body to implement writing on daily activities. Here's a picture of how health communication affects new media.



**Picture 4. Vision Led to Behavior by Cognitive Ability**

In the picture above it can be seen that how can there be an influence on the brain and habits in health communication. When health news is read, the eyes will send a look to the brain, after the brain receives a view signal from the eye, the human cognitive will send a signal from the brain to carry out the information read by the eye, then it will affect a person's habits. It can be seen from the third

and fourth pictures that show that there is an influence on health communication with a healthy life attitude. The interpretation of numbers and research models can be easily seen through the images that have been presented. Through the picture model, it is clear how researchers expose human cognitive when receiving information about health communication taken from new media, in this case it is the Twitter media.

One of the studies also shows the effectiveness of communication in new media, although referring to another field, namely education, it can be seen that the use of new media as information advice is considered effective, especially during and after Covid-19 (Putri et al., 2021). The use of new media as a means of health information is also seen from the use of media, such as twitter media used for information exchange, the reliability of the number .876 shows that in one test, a group of people had uniform consistency, in this context respondents used New Media as a means of exchanging health information. It is this consistency that is then used in figure 4 above which shows that respondents are responsive to information received and carried out in everyday life.

## CONCLUSION

The conclusion of the research is the result of a description of health communication and the life attitudes of the Indonesian people are of positive value. Indonesians realized in this study that health became important after the Covid 19 period. The result of a simple regression study is to manage the zero hypothesis and accept the alternative hypothesis, where health communication in health messages in new media is very effective in influencing the healthy living attitudes of the Indonesian people.

The effectiveness of the healthy living attitude of the Indonesian people is also encouraged by the availability of updated information every day where the concerns of people with diseases are reduced due to the availability of information. When people access information through new media, the stimulus will provide a cognitive response so that people can interpret health information and apply it in everyday life. Through this, the description of health communication can make the public aware to maintain safe health the availability of information continues through new media.

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