

ROLE OF MEDIA FOR SPORT AND HEALTH: CONTEMPORARY ANALYSIS

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Abstract

This research focuses on the role of media from conventional to digital in sports and health. Data analysis in this research used descriptive qualitative method, involving literature study, documentation, and observation of media in society currently. The research study included media users and parties involved in the fields of sports and health. Researchers collected various data representing the research objectives with observation and record sheet. Samples were selected purposively to produce data that reflects the diverse characteristics of Indonesian society regarding the use and utilization of information media. This research shows that the media plays significant role in shaping the way people think and act toward sports and health. Media not only provides information but is also an essential carrier in inspiring, educating, and motivating people to live healthy lives. This research contributes for increasing understanding of how media, both conventional and digital, can be the agent of change in promoting, supporting, and socializing sport and healthy lifestyles in Indonesia. The research conclusion emphasizes the importance of the increasingly varied growing and even integrated role of the media in providing sport and health information to the public. Media literacy, intermedia collaboration, and the use of social media in the context of sports and health promotion are increasingly considered as an essential means in current society.

Keywords: *role, media, sports, health*

INTRODUCTION

Talking about media cannot be separated from the concept of communication. Communication media is a way, means, or channel for conveying messages or information from the sender to the recipient. In the context of sports, media has a role in feeding sports coverage and making a profitable contribution to sports and health. Moreover, Sumaryanto, et al (2024) claim that media has significant contribution to Sport Development Index where sport and health become essential parts to community. Apart from that, the mass media can also give a style to a particular sport, so that the sport will become famous. However, mass media can also have a negative impact on sports, when the news conveyed is not in line with the norms and values that exist in sports (Iragrahaa et al., 2019; Teguh, 2013).

In the context of sports, the role of mass media is not only limited to providing information, but also includes forming a positive sports image and sportsmanship. Although, media coverage can also have negative impact on sports. It is important to understand how mass media can play a role as a positive agent in supporting the development of sports, while in the health context, mass media also makes a major contribution in increasing public awareness. Health promotion through mass media can shape positive behavior and motivate people to live healthier lives. However, health is also a domain where inaccurate information can spread quickly via social media (Basch et al., 2014). The role of mass media in providing correct and reliable information is becoming increasingly important to overcome this challenge.

Traditional mass media are media platforms that have a strong hierarchical structure and a clearly defined organization as part of the mass media. This includes media such as television

(TV), magazines, radio, newspapers and movies. On the other hand, modern media is a form of media that has emerged through technological developments and socio-cultural changes. Mass media, both in digital and conventional form, is an important vehicle for conveying health messages and increasing public participation in sports activities. In carrying out its duties, mass media functions as a foundation for increasing public knowledge by providing knowledge, conveying news, and providing entertainment. As an agent of change, mass media also functions as a cultural distributor that accelerates cultural development and ensures that this development is positive and morality is maintained, as well as inhibiting cultural developments that have the potential to damage human civilization and society (Fuad Abbas, 2013).

The Covid-19 outbreak has severely affected mental health globally for women, younger age groups (≤ 40 years), individuals with chronic/psychiatric illnesses, the unemployed, and those frequently exposed to Covid-19-related news on social media being disproportionately affected (Saputra, et al, 2023). This situation also accelerates mass media has experienced significant evolution from the conventional to the digital era. This change was triggered by developments in technology and the internet, which influenced the way media conveyed information and interacted with audiences. Conventional media such as newspapers, magazines, radio broadcasts, and television (TV) have adopted digital formats. including the internet, social media, and other digital platforms. Digital media offers advantages such as two-way communication, broadcast quality, and wider distribution. Apart from that, digital media also allows audiences to distribute content they produce themselves. The use of digital media in the context of sport and health reflects a major transformation in societal behavior regarding fitness and wellbeing.

In the era of interactive communication media, media continues to develop to become more inclusive. Social media, as the main platform for interaction, can be used to promote sports and health activities, as well as build communities that care about health and physical fitness (Basch, et al., 2014). The use of social media as a participatory tool opens up new opportunities to involve the public directly, however, in the last five years, new challenges have also emerged related to the spread of incorrect information through mass media. In recent years, the role of mass media has increasingly emerged as a major determinant in shaping culture and behavior around these two important areas. In the context of sports, the role of mass media in sports is to provide neutral reporting and contribute to providing benefits to sports and their players in sports culture (Iragrahaa et al., 2019). In addition, by presenting inspiring stories and highlighting the achievements of female athletes, mass media can be an agent of change in fighting gender inequality in sports (Dutta-Bergman, 2004). However, mass media can also hurt sports, when the news conveyed is not by the norms and principles that exist in the world of sports (Iragrahaa et al., 2019; Teguh, 2013). Therefore, it is important to understand how mass media can play a role as a positive agent in supporting the development of sports, while in the health context, mass media also makes a major contribution in increasing people's understanding of the importance of maintaining health and healthy living.

The dynamic development of media in sports and health brings huge impacts on society. The authors intend to analyze the role of media in terms of sport and health in recent days. Development of people's awareness and likeness in sports and health through media can enhance the strengths of a nation. The use of information and communication technology must be considered carefully so that it can provide maximum benefits for all levels of society, avoiding the creation of information gaps (Bader & Jones, 2021). Thus, this research more deeply the dynamics of the role of media in the context of sports and health in Indonesia, as well as overcome the problems that still exist in media use.

METHODS

This research adopts an approach method by combining quantitative analysis and qualitative analysis. Quantitative data analysis involved descriptive statistical methods and factor analysis. Meanwhile, qualitative analysis is carried out using a theme approach to identify patterns, trends, and main findings from in-depth interviews. Besides that, Researchers used literature reviews and direct observations to search for and analyze data related to the role of media use in the realm of sports and health.

This research population involves two main groups, namely Indonesian people who use media (both digital and conventional) and parties involved in the sports and health fields. The first population is individuals from various social backgrounds who have the ability and habits to use media related to sports and health. Meanwhile, the second population includes professionals, industry players, and practitioners in the sports and health fields, such as doctors, trainers, and health workers. The research instrument used is an online survey with a structured questionnaire that will be used to collect quantitative data, while in-depth interviews will be conducted using a structured interview guide to obtain an in-depth understanding of the respondents.

RESULT AND DISCUSSION

As social creatures, people cannot be separated from communication channel, and as the world or era develops, communication becomes easier. Every individual cannot avoid involvement in communication in their daily lives. Media plays a strong role in social life as a tool for conveying information, messages, and invitations. Media has great power to shape, influence public opinion, and strengthen society. People use three types of mass media to convey information or messages, namely print media, electronic media, and online media. Online media is the most successful today, due to its greater power and greater reach and presence. The world of sports and health is greatly influenced by the presence of these three types of media to spread information, messages, invitations, and even all forms of promotion (Agustín and Susanti, 2019).

Today's very rapid changes in media, both in terms of changes in sports and health information, as well as the contribution of digital and traditional media, will influence two important things, namely the formation of people's thinking and behavior patterns. Media changes to the sports and health industry including the way sporting events are presented to viewers, marketing strategies, and direct interaction with fans via digital platforms. The presence of digital media provides more experiences and opportunities to enjoy sports, while traditional media seeks to maintain its traditional appeal and inclusive approach to audiences through existing channels. The development and flow of changes in the presentation of information can be seen in how digital media has encouraged the creation of online sports and health communities. With the ability to share information and engage in conversation, digital media allows individuals with similar interests to connect without being constrained by geographic distance. On the other hand, traditional media will continue to have the power to create information and preserve certain cultures as time goes by.

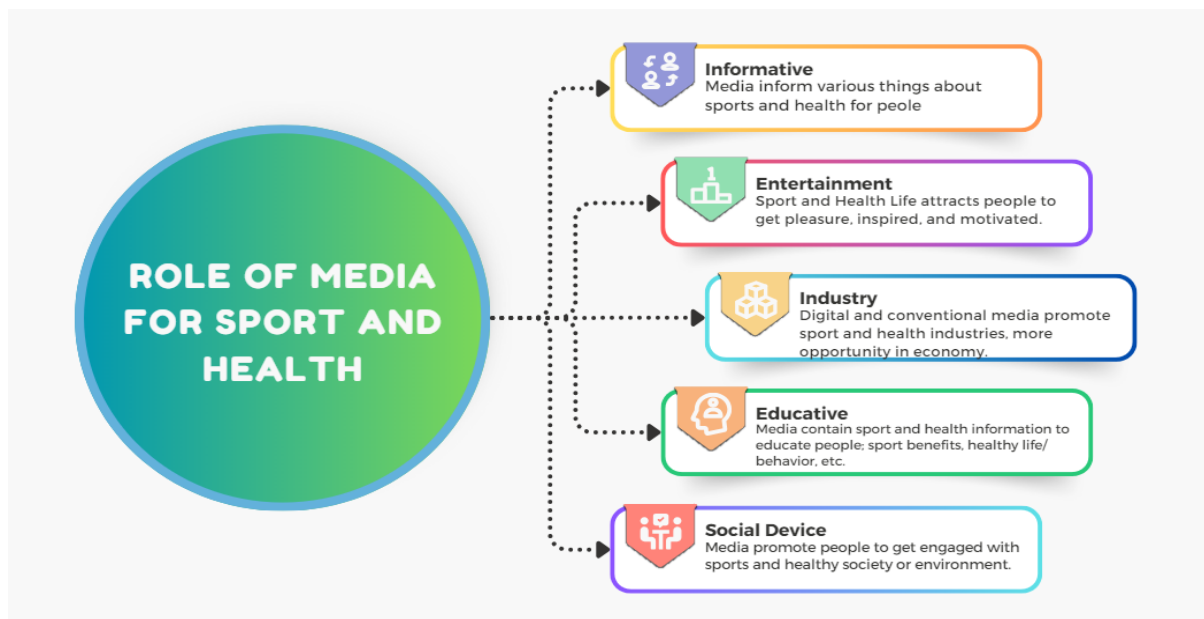


Figure 1. Role of Media for Sport and Health

A. Media Give People Information through Sports and Health Issues

The transformation of media from conventional to digital has changed the landscape of the media industry significantly. The development of digital technology has brought about shifts in the production, distribution, and consumption of media content. Content production has become more affordable and easier to do with devices such as computers, cameras, and smartphones (Jenkins, 2006). This content can be quickly uploaded to digital platforms and easily shared via the Internet and social media (Pavlik & McIntosh, 2015). Accessibility of information has also experienced quite big changes. With increasingly widespread internet connectivity, individuals can easily access various sources of information through their digital devices (Napoli, 2010). This removes geographic and economic barriers to accessing information, providing individuals with the opportunity to search for and consume content according to their interests and needs.

The use of technology also has advantages, such as providing information quickly and comprehensively. However, there are also disadvantages, including decreasing levels of human interaction and increasing problems related to trust, justice, moral standards, privacy, and violations of the law (Sudiyatmoko, 2015). Social media refers to websites and programs that use internet technology to post multimedia content. These internet-based technological resources facilitate and facilitate user interactions with acquaintances and strangers. According to Obar and Wildman (2015), FGD participants described social media as an online platform that provides services to connect with individuals or groups.

Innovation in presenting sports and health information has experienced significant development with advances in technology and information accessibility. Several innovations are impacting the way we obtain and consume information related to exercise and health. One innovation that stands out is the use of social media as a platform for presenting sports and health information. Through platforms such as Twitter, Facebook, and Instagram, individuals can follow accounts and get the latest updates on sports and health-related news, tips, and trends. Mobile application development is also an important innovation in presenting sports and health information. Apps like MyFitnessPal, Nike Training Club, and Strava allow users to track their exercise activities, set health goals, and gain access to personalized workout programs

Social media, as defined by Kotler and Keller (2016), refers to media that consumers use to exchange text, images, audio, video, and information with other people. Meanwhile, Taprial and Kanwar (2012) said that social media refers to the use of online platforms and social networks to share information, images, and other forms of communication. Social networking refers to the virtual or online communication of thoughts and ideas that involves the creation, sharing, exchange, and modification of content between individuals. Social networks are places where users can use various methods of communication and share information. Social media continues to offer a variety of benefits that foster lasting familiarity and comfort. According to Kaplan and Haenlein (2010), social media refers to a series of online applications built on the foundation of Web 2.0, namely a program designed for the promotion of social networks, where users can create and share their resources. As time goes by, many social media platforms have developed, each with its features and characteristics. The main purpose of using social networks is to facilitate communication and gain knowledge.

It has become a dominant feature in people's life facing the challenges of mental illness. As defined by Ahmed et al. (2019), social media refers broadly to web and mobile platforms enabling people to connect with others within virtual network (such as Facebook, Twitter, Instagram, Snapchat, or LinkedIn), where people can share, co-create, or exchange various forms of digital content, including information, messages, photos, or videos, and many more files. Social media platforms are intentionally designed as structures that facilitate engagement, interactive dialogue, cooperation, and community formation. Apart from that, the use of technology *wearable* has also changed the way we get information about exercise and health. Devices such as smartwatches (*smartwatches*) and fitness tracking devices (*fitness tracker*) can provide real-time data on heart rate, steps, calories burned, and sleep. Apart from social media, applications *mobile*, and technology *wearable*, visual media such as photos and videos also play an important role in presenting sports and health information. social media research in sport management aligns illustrates the role of social media in cultivating relationships among and between brands and individuals. Interaction and engagement features given by media social play strategic role in cultivating these relationships (Filo, et al 2015).

Through platforms such as YouTube and Instagram, athletes, coaches, and health experts can share tutorials, exercises, and knowledge about sports and health with a wider society. Sports-related challenges and trends tend to spread quickly across multiple platforms, increasing the visibility of the sport. The next effort is to increase fan participation in sports and other health programs. Social media allows fans to participate in sports by following, sharing, and rating the games, players, and teams they like. Create a powerful virtual community focused on a specific sport. Participatory features on some sports and health media programs use social media tools to broadcast games live or provide exclusive access to activities, press conferences, and behind-the-scenes programming. This is a great experience for your fans and helps build deeper relationships. Sports event organizers use social media to advertise their tournaments and drive ticket sales. They can broadcast special promotions, discounts, and newsletters to their followers. Increasing community involvement through social media trends can encourage people to participate in sports. Strength and challenge programs can motivate consumers to explore new sports or participate in fitness activities. Social media has emerged as a powerful tool for promoting sports and fostering relationships between athletes, teams, and fans due to its ability to facilitate immediate and direct fan interaction and share content with the world.

B. Sport and Health Industrial Sectors Developed by Media

The sports industry and the health industry are two industries that are interconnected and influence people's lives. These two things are more than just humans, they coexist in human life. The media has the opportunity to report on sports and health. Everything related to the

world of sports and health can be discussed quickly and easily through social networks, advertising, online platforms, and live broadcasts. Media provides the latest information about the world of sports and this feature also helps audiences to know and connect with the world of sports from time to time.

Sport media industries allow management structures, journalistic practices, cultural norms, and audience interactions collectively shape ideologies about gender, race, sexuality, religion, and disability fields to develop economically and industrially (Antunovic, 2022). Platforms like Peloton and Nike Training Club offer virtual training that can be accessed from anywhere, allowing users to participate in exercise routines guided by renowned instructors or personal trainers. This provides significant flexibility and increases accessibility to high-quality PE lessons. Online communities also play an important role in this trend. Fitness forums and social media allow users to share experiences, motivate each other, and form support networks. The existence of this virtual community creates a sense of involvement and accountability that can increase consistency in living a healthy lifestyle. It is also important to note the increasingly sophisticated development of wearable technology. Tools such as smartwatches and fitness trackers not only provide accurate data about physical activity but also provide notifications and incentives to maintain motivation. The integration of these sensors makes it even easier for users to achieve their health goals.

In the context of sports promotion, digital media also open opportunities up to reach a wider and more diverse audience. With the existence of various social media platforms and other digital channels, sports industry players can easily disseminate information about various sporting activities and events, and invite audiences to be actively involved. This can help create a larger and more diverse community around a particular brand or sporting event, which in turn can help expand the reach and impact of the various promotional activities undertaken.

To achieve an optimal level of health, various efforts are needed such as health promotion, disease prevention, treatment, and rehabilitation. The responsibility to implement these efforts lies not only with the government but also with society itself. One method to achieve this goal is to utilize technology as a foundation in health promotion. By utilizing technology, the level of public health can be improved more effectively with a more modern approach. The development of information technology, especially the internet, has had a major impact on changing the approach to health promotion from conventional to more connected online. The internet as part of technological innovation makes it easy for people to access information and solve health problems (Wipra Pratistita & Syahuri, 2023).

Rapid developments in the field of communication have changed the way we interact, moving from traditional to digital, significantly influencing our culture and social environment, and making it more collaborative. Currently, everyone has a role as a contributor to health content and information via the internet, and social media is the main place where this information is spread. According to research, worldwide, more than half of adults use the internet to dig up deeper information related to health. In the digital era, social media has also become the main channel for obtaining information, with more than 3.96 billion global users, and an average of 8.6 million accounts across various platforms.

Social media platforms can support public health promotion efforts and increase practical understanding of health. Many health institutions, such as hospitals, use social media platforms as a means to educate the public about health. In 2014, almost all hospitals, approximately 94%, had adopted the use of social media to promote health awareness. (Wipra Pratistita & Syahuri, 2023). Individuals and groups who previously did not have access to conventional media can now participate actively and convey their voices through digital media (Fuchs, 2014). Social media platforms allow individuals to express opinions, share experiences, and organize social movements easily. These changes also affect the advertising industry. Companies can use digital platforms to convey their advertising messages more effectively and with more specific

targets (Deuze, 2012). Digital advertising can also be better measured and tracked, providing valuable data for marketers to optimize their promotions.

In addition, the transformation of media to digital has triggered new developments in media forms such as podcasts and video streaming (Strangelove, 2010). Streaming platforms such as Netflix and Spotify have changed the way people consume audio and video content, providing greater choice and flexibility in choosing the content they want to enjoy, however, this transformation has also introduced new challenges. Misinformation and the spread of fake news are serious problems in the digital media era (Wardle & Derakhshan, 2017). Loss of trust in the media is also an issue that needs to be addressed. In conclusion, the transformation of media from conventional to digital has brought major changes to the media industry. Production and dissemination of content became easier and more affordable, information accessibility increased significantly, media democratization occurred, and the advertising industry changed. However, challenges such as misinformation and loss of trust in the media also need to be addressed in the digital media era.

C. Community's Health and Prosperity Sustained by Media

Mass media promote health such as HIV/AIDS, iodized salt, and the spread of hoaxes related to Covid-19. The government and community-based organizations have used mass media, especially social media, to convey health information to the public, including promotion of HIV/AIDS prevention and discrimination against HIV/AIDS sufferers (Saraswati, 2018). Apart from that, the promotion of iodized salt through television media has also been carried out to increase public awareness of the importance of consuming iodized salt (Tato & Prabandari, 2009). Social media, as the main platform for interaction, can be used to promote sports and health activities, as well as build communities that care about health and physical fitness (Basch et al., 2014). However, health promotion that is not supported by facts can mislead the public and even endanger public health (Basch et al., 2014) so it is important to continue to carry out in-depth research and analysis on the impact and effectiveness of health promotion delivered through mass media. Mass media can build public awareness and interest in sports and healthy living, apart from that, using mass media to present inspirational and educative information can also help build a positive culture of sports and health in society.

A study published in the journal *Health Promotion International* shows that health promotion and sports promotion through mass media can increase public health knowledge and behavior. A study published in the journal *Journal of Health Communication* shows that health promotion and sports promotion through mass media can help increase people's sports participation. Apart from that, health promotion and sports promotion through mass media can also help improve people's mental health, healthy living skills, and sports participation in less active people. According to Noar & Harrington (2012), health promotion and sports promotion through mass media can increase public health knowledge and behavior. This study shows that health promotion and sports promotion through mass media can help people adopt healthy behavior and reduce the risk of disease. A study published in the journal *Journal of Health Communication* shows that health promotion and sports promotion through mass media can help increase people's sports participation. This study shows that health promotion and exercise promotion through mass media can help people understand the benefits of exercise and motivate them to exercise regularly (Owen et al., 2018).

The media contributes to the creation of sports culture and the promotion of social values, as well as providing knowledge to citizens to create a healthy sports identity and culture through interviews and news. The media provides a platform for people to socialize in the world of sports. Internet forums, social media, and sports news sites create opportunities for exercise and health communication. Most sports are industries. The needs of the times forced them to move in that direction. The sports and health industry has easy access to social networks and

internal networks. Media plays an important role in inspiring, educating, and motivating people to live active and healthy lives. The media provides broad access to sports and health topics through a variety of platforms, including television, social media, websites, and apps. The media provides valuable information to people seeking a healthy lifestyle through interesting sports broadcasts, fitness news events, articles, video tutorials, health programs, and so on.

An example of media influence is sports programs on television. A study conducted by Rhodes, Warburton, and Bredin (2017) found that sports broadcasts can influence people's desire and motivation to exercise. Viewers who watch sports broadcasts are more likely to participate in sports and physical activity. Apart from that, social media also has a significant role in influencing lifestyle. Social media not only functions as a means of communication or entertainment but also has a big influence in determining a person's lifestyle. Social media can influence a person's habits, preferences, and decisions in various aspects of life, from eating patterns, and clothing styles, to daily activities. This influence can come from content displayed on social media, interactions with other users, or even promotions of certain products and lifestyles that often appear on these platforms. Platforms like Instagram, Facebook, and YouTube allow users to follow accounts related to fitness, nutrition, and lifestyle. Inspirational content, training courses, healthy recipes, and appreciating other people's success will encourage people to adopt and maintain a healthy lifestyle. A study conducted by Rathnayake and Weerasinghe (2019) found that the use of social media can increase awareness and adopt a healthy lifestyle among students.

Media for sport and health also shape people's thoughts and attitudes towards physical activity and healthy lifestyles. Bauman's (2014) study shows the importance of the media in influencing public opinion about the importance of a healthy lifestyle and physical activity. The media has the power to change social norms and promote a positive view of healthy living. The media also plays an important role in educating the public about the benefits of physical activity and a healthy lifestyle. Articles, videos, and television programs provided by the media provide individuals with the knowledge they need to survive. For example, the media can provide information about various types of exercise, exercise methods, healthy eating strategies, the benefits of getting enough sleep, and how to manage stress. Increased awareness of the importance of living a healthy lifestyle allows people to make better choices to improve their health and quality of life.

Media motivates people to participate in sports and physical activity. Motivational content, such as inspiring stories about sports, the achievements of an athlete, or someone who changed their life through a fitness challenge, can motivate and encourage those who are lazy and don't do sports. The media can use the power of information and presentations to inspire and motivate people to exercise and live a healthy lifestyle. However, it is important to remember that the media can also spread false information about exercise and healthy lifestyles when it is not taken responsibly. Therefore, everyone needs to strengthen their literacy skills, namely the ability to recognize and assess accurate and trustworthy information. Media-savvy people can differentiate between reliable and less reliable sources of information, enabling them to make the right healthy lifestyle decisions. Nowadays, social media can also be a valuable platform for facilitating knowledge sharing and communication, not only personally, but also for groups of people (Ahmed, et al, 2019).

Health activities that use media are called health promotion activities. Health promotion is a systematic way to empower communities to improve their health services. To achieve the well-being of all, individuals or groups must have the power to define and implement their aspirations, to meet their needs, and to adapt and control their environment. Health promotion activities are more than just the responsibility of the health sector and more than just the promotion of a healthy lifestyle (Piper, 2019). Health promotion is an effort in the health sector that aims to find and develop strategies to support behavior change, as well as determine the

right time and type of intervention to achieve the best health outcomes (Jones and Bartlett, 2020).

According to Rachmawati (2019), health promotion is a holistic approach that combines health education with political, economic, and organizational interventions. The main goal is to create changes in habits and create a better environment. According to Indrayani and Syafar (2020), the new definition of health promotion, according to the WHO Ottawa Charter, is empowering people and communities to control what influences their health to achieve better health outcomes. The use of social media platforms can expand the reach of health information to the public and spur the adoption of good behavior. This allows collaboration between social media and existing health promotion efforts (Levac and Sullivan, 2018). Social media can be a great outreach and inclusion tool. Utilizing social media platforms for disease prevention efforts, such as stopping smoking habits through short messages on Twitter and online health articles, disseminating information about cancer through videos on YouTube, increasing awareness of adolescent reproductive health, and providing relevant information about diseases such as diabetes and diabetes. heart to society.

Conventional media, such as TV, magazines, newspapers, and radio, have long been the main source of information for people about sports and health. Consistent and in-depth reporting on these topics can influence people's perceptions and behavior. For example, articles that review the benefits of exercise from a scientific perspective can strengthen understanding of the urgency of physical activity in maintaining health. In addition, watching or listening to live sports matches on television or radio can be a motivation for people to start actively participating in physical activities. Digital media has changed the way people access information about sports and health. Websites and news portals provide easy access to articles, videos, and infographics on a variety of health and fitness topics. Social media also plays an important role in disseminating information and mobilizing communities that care about health and sports. Various health and fitness apps allow users to track physical activity, set exercise schedules, and gain motivation from fellow users.

The promotion of sports through conventional media has become an important strategy to increase public participation in physical activities. Conventional media such as TV, radio, and newspapers have wide coverage, creating opportunities to convey sports messages to diverse audiences (Snyder & Hamilton, 2002). This conventional media has a wide reach and can reach many people, making it effective in educating the public (Saraswati, 2018). Television, as one of the main forms of conventional media, plays a central role in promoting sports. Sporting events, live coverage, and athlete interviews create a climate that supports sports culture (Bryant, 2001). Research shows that continuous exposure to sports via television can increase people's interest and participation in physical activities (Coakley, 2007). Apart from TV, print media, such as newspapers and sports magazines, also play an important role in promoting various types of sports. In-depth coverage, athlete profiles, and training guides in print media can provide inspirational and educational information to readers (Hardman, 2009).

The main challenge faced by conventional media in Indonesia is adapting to shifts in people's media consumption preferences and habits. Apart from that, the decline in advertising revenue and changes in business models are also the main focus in efforts to maintain the existence of conventional media. However, conventional media is still expected to be able to reveal relevant and trustworthy information to the public and has an important role in providing accurate knowledge. In the context of the evolution of mass media in Indonesia, conventional media continues to strive to remain relevant and play a role in disseminating information to the public. Despite facing various challenges due to the development of digital media, conventional media remains an important part of the media ecosystem in Indonesia (Tasruddin, 2020).

The ease of access to information by the public is increasingly enhanced by the availability of increasingly affordable digital technology, which allows information to be

accessed quickly and without difficulty. However, this also brings new challenges regarding the validity and quality of the information presented (Basch et al., 2014). Therefore, media criticism and literacy are important skills for people to understand and assess information received from the mass media. The sustainability of health promotion and sports promotion through mass media can also be measured through its impact on the level of community participation. Involving the community directly in sports activities or health programs can be an indicator of the success of the promotion. Social media, as an interactive platform, can be used to measure and monitor public participation and get direct feedback.

Nevertheless, problems still arise in the use of media in learning physical education, sports, and health in Indonesia. Teachers face challenges in several regions of Indonesia. To overcome this, teachers need to be more active in using various learning media to increase student enthusiasm for learning and the quality of teaching. (Bader & Jones, 2021). In addition, the shift in trends from conventional media to digital media shows changes in people's preferences for access to information. Even though people's digital literacy is increasing, there are still differences in students' attitudes towards mass media, especially regarding sports and health news (Patel et al., 2020). Therefore, special attention is needed to the content presented by mass media so that it suits the needs and interests of the community.

Promotion through digital media offers several challenges and opportunities that need to be considered. One of the challenges is understanding changes in consumer behavior which is increasingly shifting to the digital realm. This means that marketers must always follow developments in trends and technology to create relevant and effective promotional strategies. Apart from that, the existence of various social media platforms and other digital channels also creates challenges in terms of managing and integrating promotional messages consistently across these platforms. This requires a deep understanding of the characteristics of each platform and how to best utilize them to achieve the desired promotional goals.

On the other hand, promotion through digital media also brings several interesting opportunities. One of them is the ability to measure the performance of promotional campaigns more accurately. With the various analytical tools and metrics available, marketers can easily track and analyze the effectiveness of their promotional campaigns. This allows for rapid improvements and adjustments so that promotional campaigns can continue to be optimized over time. Apart from that, digital media also allows marketers to create promotional content that is more personal and relevant to their audience. With deeper data and insight into consumer preferences and behavior, marketers can create promotional messages that are more targeted and have a stronger appeal.

The media plays an important role in shaping people's way of thinking and behavior towards sport and health. News that often emphasizes the importance of having an ideal body can affect an individual's body image and trigger anxiety about physical appearance. On the other hand, inspirational programs about a person's journey to achieving optimal fitness can motivate individuals to adopt a healthier lifestyle. The media also expands people's access to health information, which can make it easier to make better decisions regarding lifestyle and health care. Although the media has great potential to increase awareness of exercise and health, several challenges must be overcome. One of them is the presentation of news that is sensational or unbalanced, which can cause the spread of inaccurate or confusing information. In addition, the influence of commercial advertising can influence people's perceptions of health products or services. Dissemination of unverified information can also trigger the spread of hoaxes and myths that can harm society.

To increase the media's contribution to raising awareness of sport and health, practical steps are needed. One of them is encouraging collaboration between the media and health experts to ensure that the information conveyed is accurate and useful for the community. On the other hand, better media literacy in society can help individuals to be more critical in

evaluating the information they receive. Regulations that encourage the delivery of balanced information are also needed to ensure that the public has the appropriate information to make informed decisions regarding health and sport.

CONCLUSION

In the era of rapid globalization, the transformation of media from conventional to digital has changed the main paradigm of communication, especially in the context of sports and health in Indonesia. Digital media not only presents information but also creates more personal interactions and actively involves the community. Meanwhile, conventional media continues to adapt to technological developments to remain relevant. Media reporting cannot be separated from the concept of communication, and mass media has an important influence in conveying news and shaping public views. The three main types of mass media used by society, namely printed, broadcast, and online have major impacts on the sports and health industries. Rapid media transformation influences the formation of people's belief patterns and behavior toward sports and healthy lifestyles. Media changes are not only related to the way information is presented but also impact the media industry as a whole. Content production and distribution become easier, and information accessibility increases. This transformation also creates a democratization of media, allowing active participation from individuals and groups who previously did not have access to conventional media. The nature of the transition from traditional media to digital media, and the influence of communication in the context of sports and health in Indonesia is a change in technological progress. Digital media is not only a means of conveying information but is also an interactive construct that changes the way audiences interact with content. Meanwhile, traditional media continues to adapt to new challenges to remain relevant amidst the dominance of digital media.

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