

An Analysis of Instagram Live Performance for Health Promotion Strategy: a Case Study of @iakmitangsel

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ABSTRACT

There is a growing interest in leveraging social media platforms for health education and health promotion. This study focuses specifically on Instagram Live, a feature that allows real-time video streaming, to assess its effectiveness in disseminating health-related information and engaging the audience. This research employs a quantitative analysis of engagement metrics of @iakmitangsel's Instagram Live performance from March to June 2023. The results revealed that Content J had the highest number of views (323) and likes (53). Content I had the lowest number of views (132), while Content B and H had the lowest number of likes (13 each). Content G had the highest number of accounts reached by followers (224), content J had the highest number of accounts reached by non-followers (241), while Content D received the highest number of impressions (561). On the other hand, Content H had the lowest number of accounts reached by follower (118) and Content B had the lowest number of accounts reached by non-follower (27) and the lowest number of impressions (239). The findings of this research will contribute to the knowledge base surrounding the use of Instagram Live as a health promotion strategy, specifically within the context of South Tangerang City.

Keywords: *social media, engagement metric, health promotion*

ABSTRAK

Minat untuk memanfaatkan platform media sosial untuk pendidikan dan promosi kesehatan semakin meningkat. Studi ini secara khusus berfokus pada *Instagram Live*, sebuah fitur yang memungkinkan *streaming video real-time*, untuk menilai efektivitasnya dalam menyebarkan informasi terkait kesehatan dan melibatkan audiens. Penelitian ini menggunakan analisis kuantitatif metrik keterlibatan dari *Instagram Live performance* akun @iakmitangsel dari bulan Maret hingga Juni 2023. Hasilnya mengungkapkan bahwa Konten J memiliki jumlah penayangan (323) dan suka (53) tertinggi. Konten I memiliki jumlah penayangan terendah (132), sedangkan Konten B dan H memiliki jumlah suka terendah (masing-masing 13). Konten G memiliki jumlah akun tertinggi yang dijangkau oleh pengikut (224), konten J memiliki jumlah akun tertinggi yang dijangkau oleh non-pengikut (241), dan Konten D menerima jumlah tayangan tertinggi (561). Di sisi lain, Konten H memiliki jumlah akun terendah yang dijangkau oleh pengikut (118) dan Konten B memiliki jumlah akun terendah yang dijangkau oleh non-pengikut (27) dan jumlah tayangan terendah (239). Temuan penelitian ini akan berkontribusi pada basis pengetahuan seputar penggunaan *Instagram Live* sebagai strategi promosi kesehatan, khususnya dalam konteks Kota Tangerang Selatan.

Kata kunci: *media sosial, metrik keterlibatan, promosi kesehatan.*

Introduction

Behavior is one of the most significant factors influencing the level of health within communities (Glanz, Rimer, & Viswanath, 2015). The primary object of health promotion is to encourage behavior change towards healthier choices, empowering individuals to take charge of their own well-being (World Health Organization, 2022). Consequently, an effective and efficient health promotion strategy become imperative to achieve these goals.

Social support and community empowerment are integral components of health promotion strategies (Gardiner, Geldenhuys, & Gott, 2018; Lewallen, Hunt, Potts-Datema, Zaza, & Giles, 2015). Establishing social support through community leaders helps foster public trust in health information (Labrague, 2021; Liu, Xiao, Fang, Zhang, & Lin, 2020; Puri, Coomes, Haghbayan, & Gunaratne, 2020). Furthermore, community empowerment aims to facilitate the transition from a state of ignorance to knowledge and from a passive attitude to a proactive willingness, enabling individual to effectively engage in their own health initiatives (Rachmawati, 2019).

The implementation of this health promotion strategy requires a comprehensive media platform, encompassing both direct intervention and online engagement (Balatsoukas, Kennedy, Buchan, Powell, & Ainsworth, 2015). Suhandi, et al. (2020) demonstrated the effectiveness of combined online and offline health promotion efforts in enhancing knowledge and raising awareness

about COVID-19 prevention behaviors among the residents of Kendari City (Suhadi, Nurmaldewi, Yasnani, & Tina, 2020). Additionally, Ernawati (2022) presented research findings indicating that health promotion through online and offline channels can increase information absorption by engaging multiple senses. As a result, it was discovered that this approach contributes to an increased understanding of stunting among mothers of toddlers (Ernawati, 2022).

The use of social media in counseling and public health promotion is increasing from year to year in almost all countries in the world (Stellefson, Paige, Chaney, & Chaney, 2020). Likewise, in the field of health promotion, social media has become an important part of it. The advantages of utilizing social media for health promotion are also supported by research conducted by Reilly, et al (2018) which highlights the benefits of using social media as a platform for educating and promoting mental health among adolescents (O'Reilly et al., 2019). Similarly, Latha, et al. (2020) found that social media is highly effective for reaching large audiences and raising awareness about mental health through health campaigns (Latha, Meena, Pravitha, Dasgupta, & Chaturvedi, 2020). Interactivity is the central to social media. Social media facilitates greater information sharing and opportunities for community building through an Internet-mediated dialogue that allows users to create their content (Stellefson et al., 2020).

Social media, such as Instagram, has become a widely accessible and user-friendly platform. It offers powerful tool for health

promotion, allowing the dissemination of health-related information and facilitating engagement with the target audience. Instagram Live, specifically, enables real-time video streaming, fostering direct interaction between content creator and their audience (Deeken, Mukhopadhyay, & Jiang, 2020). Research conducted by Leonita and Jalinus (2018) confirms the positive impact of social media on health promotion. It revealed that social media platforms play a significant role in promoting public health effectively (Leonita & Jalinus, 2018). Research by Wulantari and Rahmayanti (2019) also confirms that social media platforms like Facebook and Instagram are cost-effective and efficient tools for health promotion, reaching a large audience. However, it should be noted that they may not accurately target specific age groups and locations (Tari & Rahmayanti, 2019).

South Tangerang City, a Greater Jakarta's youngest satellite city, faces various health challenges, including issues related to nutrition, fitness, mental health, and disease prevention. The use of social media platforms like Instagram presents an opportunity to reach a wide audience and promote health education in an accessible and interactive manner. This study aims to analyze the performance of Instagram Live as health promotion strategy in South Tangerang City and surrounding areas, exploring its effectiveness in disseminating health information and engaging the local population.

Methods

This study examined the Instagram Live Series (IG live) performed by IAKMI (Indonesian Public Health Association) South Tangerang's Instagram account @iakmitangsel (<https://www.instagram.com/iakmitangsel/>).

This research was conducted between March and June 2023, with data collected in July 2023. Data was extracted from the insight feature on IG live posts and managed using the Google Sheets.

Engagement metrics such as number of views, number of comments, number of account reach, and number of impressions will be examined to evaluate the level of audience interactions and the reach of health promotion messages. The data has been collected from the Instagram insights feature. We employed Google Sheets for data management and descriptive data analysis. We also provide the information of how many contents were generate and what were the themes of the produced contents as the background information. Since the study did not involve human subjects, no ethical review was necessary.

Results

Instagram Content Description

The Instagram account @iakmitangsel currently has more than a thousand followers and more than 120 posts. A three fourth of its followers are females and young people aged 18 to 34.

During the study period, there was 10 different themes of the IG Live (see Table 1). The duration of IG live varied from 28 minutes

54 seconds to 1 hour 10 minutes 14 seconds. The speakers included a diverse range of individuals, with different genders and professional backgrounds. Four of speakers are females, while 6 of them are males. Among the female speakers, two were identified as young leaders and two as professional public health leaders. On the other hand, the male speakers consisted of four young leaders and two professional public health leaders.

Table 1. Characteristics of the content produced

Content	Title	Duration	Speakers' feature
A	Tips for maintaining health during Ramadan	28 minutes 54 seconds	Male, young leader
B	The impact of night prayer on health	32 minutes 14 seconds	Male, young leader
C	Maintaining oral and dental health	37 minutes 21 seconds	Male, professional public health leader
D	The influence of climate variations on reproduction dengue mosquitoes	46 minutes 31 seconds	Male, young leader
E	Third-hand smoke	45 minutes 41 seconds	Female, professional public health leader
F	Despite Lupus, the spirit must not waver	39 minutes 26 seconds	Male, young leader
G	Living a healthy life, free from anemia in adolescents	1 hour 10 minutes 14 seconds	Female, professional public health leader
H	Food is essential, not tobacco	39 minutes 33 seconds	Male, professional public health leader
I	Recognize, realize, and prevent hypertension	48 minutes 21 seconds	Female, young leader
J	Neglected tropical diseases	37 minutes 04 seconds	Female, professional public health leader

Instagram Engagement

Chart 1 presents data on the number of views and likes for each IG live series post. Content J, which discussed the neglected tropical diseases, received the highest number of views with 323 and the highest number of likes with 53. On the other hand, Content I, which discussed the hypertension, received the lowest number of views with 132, and Content B (night prayer and health) and H (nutrition or tobacco) had the lowest number of likes with 13 each.

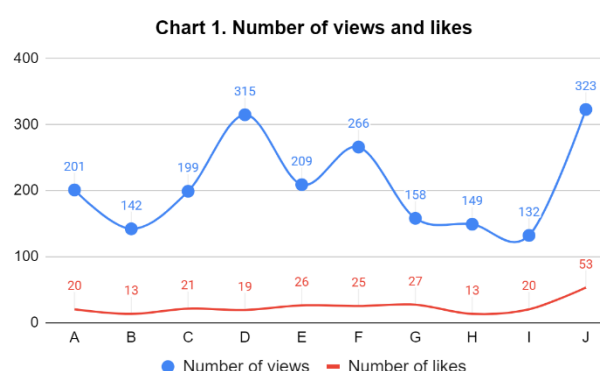
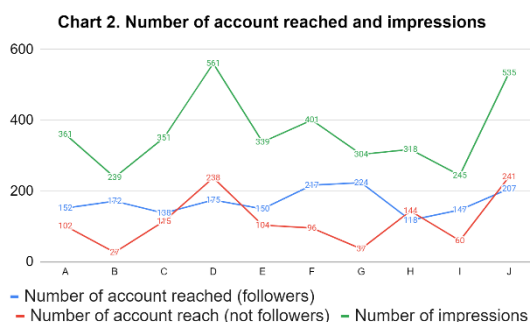


Chart 2 provides data on the number of accounts reached (followers), number of accounts reached (non-followers), and number of impressions for each IG live series contents. Content G, which discussed adolescents' anemia, achieved the highest number of accounts reached by followers with 224 and Content J, which discussed the neglected tropical diseases, had the highest number of accounts reached by non-followers with 241. In terms of impressions, Content D, which discussed the dengue fever, received the highest number with 561. On the other hand, Content H, which discussed nutrition or tobacco, had the lowest number of accounts reached (follower) with 118, while Content B, which discussed night prayer and health, had the lowest number

of accounts reached (non-follower) with 27 and the lowest number of impressions with 239.



Discussion

Our results suggest that there is variation in the popularity and engagement levels of the IG live series contents. Content J, which discussed about neglected tropical diseases, consistently stood out with the highest number of views, likes, and accounts reached by non-followers. This suggest that Content J resonated well with the audience and generated significant interest and engagement. On the other hand, Content I (hypertension), B (night prayers and health), and H (nutrition or tobacco) had lower performance indicators, indicating potentially appealing content or limited audience engagement. Furthermore, the data indicates that the number of followers reached varied across the contents, with Content G, which discussed about adolescents' anemia, achieving the highest number of accounts reached by followers. This suggest that Content G was successful in reaching and engaging with its existing follower base. Additionally, Content D (dengue fever) had the highest number of impressions, indicating that it had a broader reach and visibility. These insights provide valuable guidance for future content strategies by identifying engaging content types and areas

for improvement. They inform the evaluation of audience reach and interaction, guiding strategies to optimize reach and impression effectively.

The result of this research was related to research conducted by Pamela, et al (2021) said that there is a need to refine communication strategies to broaden the reach of profiles and encourage social participation, monitoring of profiles to generate data indicating strategies about their reach, use the information given in the comments to improve ongoing communication strategies; answer to comments when there are questions, the contents covered should be topics of interest to the citizens routines (Pinto, Antunes, & Almeida, 2021).

Utilizing the Instagram Algorithm can be an effective strategy to expand audience reach and engagement. Setiyanto et al. (2021) emphasized that increased user interactions, such as likes, comments, saves, and shares, positively influence the intention to actively engage and establish a connection on social media platforms (Setiyanto, Setyawan, & Yulandari, 2021). In line with that, Andriyani et al. (2022) conducted research that highlighted the effectiveness of leveraging Instagram features, including photos and videos, comments, captions, location, tags, hashtags, tagging, and Instagram ads, for effective social media management and maintenance (Andriani, Yustisiani, & Umaroh, 2022). This approach is implemented to expand the reach to a wider audience, including both followers and non-followers, thereby enhancing the impact of content delivered. Furthermore, the research conducted by Farid et al. (2021)

validates the successful utilization of Instagram algorithm, which focuses on three key aspects: interest, following, and timelines, resulting in remarkable outcomes for the promotion of a cultural village of Piji Wetan (Farid & Farhah, 2021).

This study has some limitations. First, we were unable to determine the optimal engagement time for performing IG Live due to the absence of time information in the insights feature. Second, the generalizability of our social media analysis might be challenging to explain, given that the audience can extend beyond the population of the study area. Despite these limitations, the study's strengths lie in its comprehensive analysis of social media engagement through IG Live, encompassing a diverse range of participants and contents. Additionally, the study employed rigorous data collection methods and utilized advance analytical tools, ensuring a thorough and insightful examination of the subject matter.

Conclusion and Recommendation

The findings of this study will inform health educators, policymakers, and relevant stakeholders in developing evidence-based strategies to improve health education efforts, ultimately promoting better health outcomes in the local community. Based on the findings, our recommendations are to focus on engaging and health-related topics, promote specific content, diversify content format, analyze preferred timing, and encourage audience interaction to optimize future IG Live series for increased reach, engagement, and impact.

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