

Instagram Live Utilization for Health Education and Health Promotion during COVID-19 Pandemic

^{1, 2, 3}**Mohammad Ainul Maruf**, ^{3, 4}**Muhammad Wiji Utomo**, ^{3, 5}**Syifa Nurfizri**

¹Ph.D. program in Global Health and Health Security, Taipei Medical University, Taiwan

²Faculty of Public Health, Universitas Muhammadiyah Jakarta, Indonesia

³Indonesian Public Health Association City Board, South Tangerang, Indonesia

⁴South Tangerang City Health Department, Indonesia

⁵Collegium of the Indonesian

Email: arvin.ainul@umj.ac.id

ABSTRACT

The spread of COVID-19 has hampered face-to-face health education and health promotion activities, so that social media like Instagram has taken a bigger role. This study aims to analyze the use of the Instagram Live (IG live) feature for health education and promotion carried out by the Indonesian Public Health Association – South Tangerang City Board (IAKMI Tangsel) during the period of January to September 2021. The results showed that there were 11 IG live series content related to COVID-19 that were created, with the shortest duration being 20 minutes 3 seconds and the longest duration being 42 minutes 19 seconds. The most content was created in March and there were five months that had no content. The content with the most views, the most likes, the highest number of (follower and non-follower) accounts reached, and the greatest impression was the content that discussed the COVID-19 vaccination. Meanwhile, the content with the least views, the least likes, the lowest number of accounts reached, and the smallest impression was the content that discussed student initiatives during the pandemic. The results of this study are useful to be taken into consideration for future social media content plans.

Keywords: *social media, health education, health promotion*

ABSTRAK

Penyebaran COVID-19 telah menghambat kegiatan edukasi kesehatan dan promosi kesehatan secara tatap muka sehingga media sosial seperti Instagram mengambil peranan yang lebih besar. Penelitian ini bertujuan untuk menganalisis penggunaan fitur Instagram Live (IG live) untuk edukasi dan promosi kesehatan yang dilakukan oleh Pengurus Ikatan Ahli Kesehatan Masyarakat Indonesia Kota Tangerang Selatan (IAKMI Tangsel) selama bulan Januari hingga September 2021. Hasil studi menunjukkan terdapat 11 konten serial IG live terkait COVID-19 yang dibuat, dengan durasi terpendek adalah 20 menit 3 detik dan durasi terlama adalah 42 menit 19 detik. Konten terbanyak dibuat pada bulan Maret dan ada lima bulan yang tidak memiliki konten. Konten dengan penonton terbanyak, disukai terbanyak, jumlah akun (pengikut dan bukan pengikut) dijangkau terbanyak, dan impresi terbesar adalah konten yang membahas vaksinasi COVID-19. Sedangkan konten dengan penonton paling sedikit, disukai paling sedikit, jumlah akun dijangkau paling sedikit, dan impresi paling rendah adalah konten yang membahas inisiatif mahasiswa selama masa pandemi. Hasil penelitian ini berguna untuk menjadi bahan pertimbangan dalam perencanaan konten media sosial ke depan.

Kata kunci: *media sosial, pendidikan kesehatan, promosi kesehatan.*

Introduction

As the COVID-19 pandemic in Indonesia has brought about national large-scale social restrictions (PSBB), individuals have adapted to new normal and found ways to cope with the situation (Andriani, 2020). Health professionals and health educators were also adapting to keep fulfilling their responsibility by turning offline health education and health promotion activities into online (Yo, Witjaksono, Fitriani, Werdhani, & Parikesit, 2021). The high demand for health information regarding COVID-19 in the community must be balanced with the availability of up-to-date and reliable sources of information due to the infodemic challenge (Mustapha, Van, Shahverdi, Qureshi, & Khan, 2021; Nasir, Baequni, & Nurmansyah, 2020).

Several studies conducted among young Indonesians found that the preventive measure knowledge and preventive behaviors were still insufficient and inconsistent in some particular measures (Halim, et. al., 2020; Sulistyawati, et. al., 2021; Rosha, Suryaputri, Irawan, Arfines, & Triwinarto, 2021). Furthermore, the rapid spread of COVID-19 causes education, including health education, to be conducted online in a discreet manner (Daniel, 2020). Those situations then became the basis for consideration of how effective health messages needed to be developed. Like their peers in other countries, young people in Indonesia are digital native. More than 73 percent of Indonesian aged 16 to 25 and 55.8 percent of those aged 30 to 35 use Instagram (Greenhouse Team, 2019). Among cities and regencies in Province of Banten, South

Tangerang City is the city with the highest percentage of the population aged five years and over who owns a cellular phone and accesses the internet in the last three months, at 76.79% and 79.17%, respectively (Badan Pusat Statistik Provinsi Banten, 2020).

Indonesian Public Health Association – South Tangerang City Board (IAKMI Tangel) as the public health professional organization plays a role in health education and promotion to the community, especially within South Tangerang City area. IAKMI Tangel was founded in May 1, 2020 (in the pandemic era) and has been actively using social media (Facebook, Instagram, and YouTube) to deliver health messages and reach out the community. Previous research on Instagram at the time of Covid-19 revolves around how its users discuss COVID-19 and its related issues (Mele-Erwin, Basch, Fera, & Arrowood, 2021; Suhendan, Yilmazturk, Ozgul, & Cok, 2022; Merchant, South, & Lurie, 2021). Research examining specific health educational content on Instagram is still limited. Thus, this study aims to analyze the use of the Instagram Live (IG live) feature for health education and promotion carried out by the Indonesian Public Health Association – South Tangerang City Board (IAKMI Tangel) during COVID-19 pandemic.

Methods

This quantitative cross-sectional study assessed the Instagram Live Series (IG live) running on the “IAKMI Tangerang Selatan” Instagram account managed by IAKMI Tangel’s Department of Public Relations and Media. This research was conducted in July

2022 with the observation period between January to September 2021. This research does not require an ethical review because it does not involve human beings. The aspects assessed include: how many contents were generated, what were the themes of the content produced, the characteristics of the content produced, how was the engagement of each content (including which content got the most engagement and which content got the least engagement). Instagram engagement refers to the different ways users can interact with the content, including views, likes, reach, and impressions. Stronger engagement signifies a more solid connection with the audience. The data was extracted manually by the author from the insight feature on each IG live posts. Data management and descriptive analysis was carried out using Microsoft Excel 2016.

Results

Brief Information of IAKMI Tangsel's Instagram Account

IAKMI Tangsel's Instagram account (<https://www.instagram.com/iakmitangsel/>) was launched on April 18th, 2020, two weeks before IAKMI Tangsel was founded. Up to date, the Instagram account has 740 followers and 78 following, with the total number of contents is 86 posts, including 11 IG live series and 2 other videos. More followers are females (74.3%) and aged 25 to 34 years old (52.6%).

Instagram Content Description

IAKMI Tangsel's Instagram account began actively running IG live series related to COVID-19 on January 7, 2021 (See Table 2).

Meanwhile, the latest IG live series regarding COVID-19 was posted on September 5, 2021. The themes include IAKMI Tangsel's introduction (content H), vaccination (content B), nutrition (content C), mental health (content E), mask waste (content G), family health (content J), in-bound travel regulation (content K), and youth or student initiatives during pandemic (content A, D, F, and I). The day gaps between one IG live to another one was varied (mean = 23.9 days; SD = 52.66 days; min = 1 day; max = 172 days). The shortest day gap is between content D to E and between content I to J, while the longest day gap is between content J to K. The duration of IG live (in minutes) was also varied (mean = 33 mins; SD = 7 mins; min = 20 mins; max = 42 mins). The shortest one was the content related to student initiative during pandemic (content D) and the longest one was related to mental health (content E). There were 2 IG lives in January (content A to B), 3 in February (content C to E), 5 in March (content F to J), and 1 in September (content K). No IG live in 5 months between April to July 2021. There were 6 IG lives where the speakers are females and health professionals (content A, B, C, E, G, and J), 2 IG lives where the speakers are males and health professionals (content H and K), 1 IG live where the speaker are female and student (content F), 2 IG lives where the speakers are males and students (content D and I). There were 4 IG lives moderated by a male and a health professional (content A, B, C, and K), and 7 IG lives moderated by females and students (content D to J).

Table 1. Characteristics of the content produced

Content	Title	Date posted; Day gap; Duration	Speaker's feature	Moderator's feature
A	Share on the Road: Young people's initiatives to share during a pandemic	9-Jan-21; NA; 26 mins 22 secs	Female, Health Professional	Male, Health Professional
B	COVID-19 Vaccine: Hesitate or Trust?	13-Jan-21; 4 days; 40 mins 05 secs	Female, Health Professional	Male, Health Professional
C	Nutritional Intake during Pandemic	10-Feb-21; 28 days; 34 mins 34 secs	Female, Health Professional	Male, Health Professional
D	The Existence of Student Organizations during the Pandemic	23-Feb-21; 13 days; 20 mins 03 secs	Male, Student	Female, Intern Student
E	Mental Health during the Pandemic	24-Feb-21; 1 day; 42 mins 19 secs	Female, Health Professional	Female, Intern Student
F	Young People Call for Health	3-Mar-21; 7 days; 38 mins 32 secs	Female, Student	Female, Intern Student
G	In-depth Talk about Mask Waste	5-Mar-21; 2 days; 28 mins 46 secs	Female, Health Professional	Female, Intern Student
H	Get to know IAKMI Tangsel	12-Mar-21; 7 days; 24 mins 36 secs	Male, Health Professional	Female, Intern Student
I	Creating Student Creativity during the Pandemic	16-Mar-21; 4 days; 34 mins 0 secs	Male, Student	Female, Intern Student
J	After vaccination, What's Next for Family Health?	17-Mar-21; 1 day; 37 mins 09 secs	Female, Health Professional	Female, Intern Student
K	Returning to the Home Country during the Pandemic	5-Sep-21; 172 days; 35 mins 3-secs	Male, Health Professional	Male, Health Professional

Instagram Engagement

Instagram engagement assessed in this study include the number of views, like, account reach, and impression (see Chart 1 and Chart 2). The average number of views was 408.1 views (SD = 567.52; min = 150; max = 2,111), while the average number of likes was 37.64 likes (SD = 30.28; min = 21; max = 126). Content with the most views and likes was content B, while content with the least views and likes was content I.

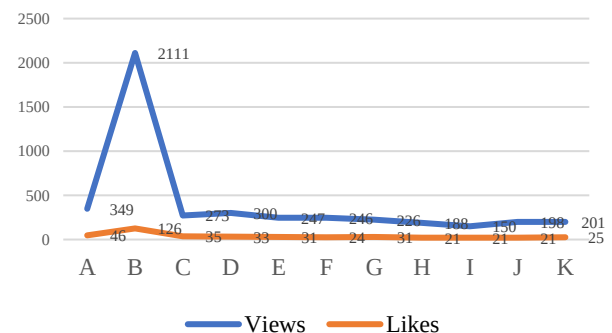


Chart 1. Number of Views and Likes

The average number of follower accounts reached was 208.73 accounts (SD = 36.56; min = 151; max = 274), while the average number of non-follower accounts reached was 135.27 accounts (SD = 133.63; min = 61; max = 520). In terms of impression, the average number of times IG lives on screen was 464.91 times (SD = 224.03; min = 292; max = 1,091). Content with the highest number of accounts reached (follower and non-followers) and greatest impression was content B. While, content I was the content with the lowest number of accounts reached by followers and the smallest impression. Content G is the content with the lowest number of accounts reached by non-followers.

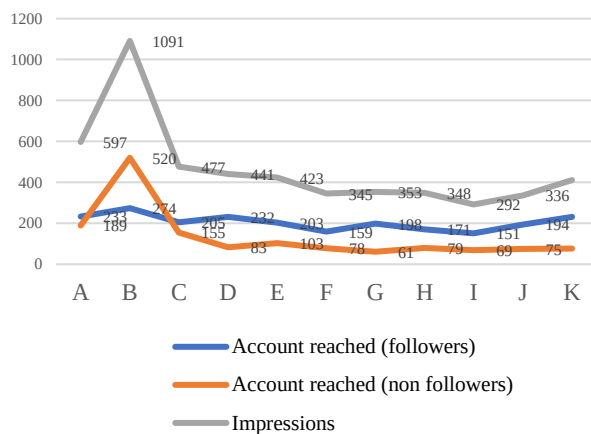


Chart 2. Number of Account Reach and Impressions

Discussion

Content B (COVID-19 Vaccine: Hesitate or Trust?) that discussed the COVID-19 vaccination was the IG live content with the most views, the most likes, the highest number of (follower and non-follower) accounts reached, and the greatest impression. It is probably because of its broadcast time coincided with the issue of COVID-19 vaccination that was currently emerging in Indonesia (Humas Direktorat Jenderal Pencegahan dan Pengendalian Penyakit Kementerian Kesehatan RI, 2021). According to a multi-country survey on vaccine hesitancy, only 62.04% of Indonesian were willing to be vaccinated even though it was provided free of charge (Rozek et al., 2021). A sentiment analysis study found that Indonesians are very concerned about the safety, efficacy, and halal status of vaccines (Ritonga, Al Ihsan, Anjar, & Rambe, 2021).

The IG live content with the second-best engagement was content A that introduced youth initiatives during COVID-19 pandemic by giving donation to the underprivileged people

on the road. Indonesia is known as the most generous country in the world (Mayestha & Ferrell-Schweppenstedde, 2021). During COVID-19 pandemic, digital donations increased by 72% where the potential donors for this online donation method were millennials (Filantropi Indonesia, 2021). The content with the least views, the least likes, the lowest number of accounts reached, and the smallest impression was the content I that discussed about student initiatives during the pandemic. The reason of its lowest engagement compared to others probably due to it was the last IG live that took the theme of youth and student initiatives.

Based on the above findings, there are several factors that need to be considered in designing health messages on Instagram. First, the suitability of the message issues with what the community was discussing when the message was made. Second, the message needs to be made with a personal touch that fits the characteristics of the audience—in this case young people. Third, avoid repeating the themes that can make the message feel monotonous.

This study has several limitations. First, the data extracted does not include the real-time data where the number of comments during IG live can be seen. Second, the IG live content published was always on the IG account so there may be changes in the engagement statistics in the future, even though the tendency for the difference among the content was small. Third, the results and discussion of this study cannot simply be generalized for all social media accounts since we only assess one

Instagram account. Despite these limitations, this research can still be a starting point to determine which content with such characteristics was already working well and which content can be improved.

Conclusion and Recommendation

The use of social media like Instagram can be an alternative in conducting health education and health promotion programs during pandemics. There were 11 IG live series contents related to COVID-19 that were created on IAKMI Tangsel's Instagram account. The content with the most engagement was the content that discussed the COVID-19 vaccination. Meanwhile, the content with the least engagement was the content that discussed student initiatives during the pandemic. In order to be attractive, the content created needs to adapt to what topics are being discussed in the community and present suitable speakers. The results of this study are useful to be taken into consideration for the future social media content plans. Future research needs to assess the trends of the number of new followers after each content is published.

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