

The Influence of Health Education through Social Media: A Study on the Dietary Patterns and Healthy Lifestyle Habits of Adolescents

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Kata Kunci: The habit of adolescents frequently neglecting health aspects, particularly in their dietary patterns, has become a major concern. This makes them susceptible to the influence of unhealthy habits that can have negative impacts on their well-being. This research explores the consequences of the lack of attention to the health of adolescents, especially regarding dietary patterns, leading them to be trapped in unhealthy habits. This phenomenon is worrisome, considering adolescence is a critical period for shaping lifestyle patterns. The research also highlights the urgency of health education for adolescents, with a specific focus on social media use. Adolescents today tend to be active on social media platforms, which play a significant role in shaping their perceptions and behaviors. Therefore, health education through social media is crucial to convey relevant information and support the formation of healthy habits. The results of this research provide a deep understanding of the factors that make adolescents vulnerable to unhealthy consumption habits and emphasize the need for health education focused on social media platforms. These educational efforts are expected to help shift adolescents' paradigms toward health and encourage them to adopt healthy lifestyles from a young age.

Abstrak: adolescent habits, adolescence, social media usage, adolescent health behavior, healthy lifestyle.

1. PERKENALAN

The COVID-19 pandemic has had a profound impact on the lives of people worldwide, triggering significant paradigm shifts in various aspects of daily life. One of the most striking transformations is related to the massive shift in internet usage and access to social media. After the pandemic, society experienced a drastic increase in online activity, creating significant changes in how people interact, communicate, and access information. According to data collected by the Indonesian Internet Service Providers Association (APJII), internet usage has reached staggering levels, particularly among the age group of 13-18 years at 99.16% and the age group of 19-34 years at 98.64%. This reflects the transition of society into the digital era, where the internet serves not only as a means of communication but also as a primary source of information, entertainment, and social interaction. This significant change also includes the domination of social media usage, especially among teenagers aged 15-21.

Based on the report from "We Are Social and Hootsuite," platforms like Instagram and TikTok have become highly popular globally, with user

numbers reaching 1.4 billion for Instagram and 1 billion for TikTok worldwide. In this study, the focus will be on Instagram as a case study, given its remarkable popularity and dominant usage by teenagers. However, along with the significant opportunities offered by increased accessibility on social media, concerns arise regarding its influence, especially on teenagers who are prone to various external influences. It is important to acknowledge that adolescents today are highly susceptible to the influences of their surroundings, especially through social media. Therefore, improving the quality of health content on social media platforms is considered a crucial step. By enhancing health content, especially related to healthy eating patterns, it is hoped to provide good education to teenagers. The goal is to foster a better understanding of the importance of health and encourage them to adopt healthier lifestyles from an early age. Through these efforts, it is expected that teenagers can become positive agents of change in building a society that cares about health and well-being.

The health challenges faced by teenagers are increasing, along with the shift towards unhealthy eating patterns. Foods high in fat, sugar, and salt, such

as junk food and sugary drinks, have become an inevitable part of teenagers' daily lives. Excessive consumption of these types of foods is a serious trigger for diseases that can affect teenage health, such as diabetes and high cholesterol. The trends and influences of social media also contribute significantly to teenage eating patterns. Sometimes, teenagers tend to fall into unhealthy behavioral patterns because they are easily influenced by trends on social media. Phenomena like mukbang content, showcasing excessive food consumption in an entertaining way, can trigger overeating behavior in teenagers without proper education. This can result in serious health issues, including obesity.

This situation raises serious concerns about the health of today's teenagers. They become more vulnerable to diseases that can impact their overall quality of life. The increasing cases of diabetes, high cholesterol, and obesity among teenagers indicate the need for more effective preventive measures. In this context, the role of content creators on social media, such as @nadialaydrus on Instagram, is highly relevant. As a doctor, this account often discusses and provides health education, especially related to dietary patterns. The presence of this health content can offer accurate and educational guidance for teenagers, helping them understand the health consequences of unhealthy eating patterns and encouraging them to adopt a healthier lifestyle. In a context increasingly filled with teenage health challenges, a holistic approach involving education, awareness of the impact of food on health, and the positive role of health content on social media is expected to bring about positive change and encourage teenagers to lead healthier lives.

1. RESEARCH METHODS

This research employs a survey method as the primary approach for data collection. A survey is a data collection technique involving the use of questionnaires as the main instrument (Kriyanto, 2016:59). In the context of this research, the researcher chose to conduct an online survey using Google Forms as the platform to distribute questionnaires to the respondents. According to Neuman (2014:214), distributing questionnaires to the predetermined population and sample is a crucial initial step in quantitative research data collection. In this case, the survey's target audience comes from the Instagram account with the username @nadialaydrus. The population to be surveyed consists of the followers of that account. The Sampling Technique

employs probability to ensure that each component of the population has an equal chance of being selected as a sample. Probability, as a method of random sampling, allows researchers to determine possible samples from a specific and hard-to-reach population. In this context, probability sampling is used as a method of random sample collection, giving every member of the population an equal chance of being sampled. The Data Collection Technique is an approach applied by the researcher to obtain necessary information for the success of the research process. This research utilizes two data sources: Primary Data collected through the online distributed Google Forms questionnaire and Secondary Data obtained through literature research. The Data Measurement Technique is performed using the Likert Scale in the research questionnaire to assess the attitudes, views, and perceptions of respondents towards the social phenomenon they experience, both directly and indirectly.

2. RESULT AND DISCUSSION

In the initial stage, the researcher conducted a validity test to ensure the accuracy of the measurement instrument used. An instrument is considered valid if it can measure what is intended. In this context, the researcher conducted a validity test on 30 adolescent respondents following the Instagram account @nadialaydrus, with a total of 65 statements consisting of 25 statements for the Instagram social media variable (X) and 40 statements for the healthy food consumption belief variable (Y). The validity test was conducted with a significance level of 5%, where the probability of error was 5%. This process was supported by IBM SPSS Statistics 26 software for data processing.

In explaining the validity testing, the research refers to specific criteria to determine whether a research instrument can be considered valid or not. The significance level used in the validity test is 0.05. The validity testing criteria consist of: a. If the calculated r value $<$ the tabled r value, then the research questionnaire item is considered not valid. b. If the calculated r value $>$ the tabled r value, then the research questionnaire item is considered valid. The tabled r value at a significance level of 5% for both is 0.361, and the validity test results distributed to 30 respondents are valid, making a total of 65 statements suitable for use as a research instrument.

Continuing with the reliability test, which aims to assess the extent to which the instrument used can be relied upon as a data measurement tool

because the instrument has been proven effective (Arikunto, 2010:221). A questionnaire is considered reliable if it provides relatively consistent results when measured again on different subjects at different times or yields consistent results. Based on the reliability test data for variable X using the Cronbach Alpha formula through IBM SPSS 26, the result is 0.930. If the Cronbach Alpha value is greater than the Table R value (0.6), the research questions for variable X are considered reliable. Therefore, the 25 statements for variable X are considered reliable and suitable for use as a tool in collecting research data. Based on the reliability test results for variable Y, with Cronbach Alpha at 0.957, a value greater than the Table R value (0.6), the research questions for variable Y are considered reliable. Hence, the 40 statements for variable Y are considered reliable and have the eligibility to be used as a tool in collecting research data.

The recapitulation results for variable X indicate that each statement received high and very high responses. There are 8 statements with high values, while the remaining 17 statements obtained very high values. The highest percentage is 92.2% for statement number 10, and the lowest is 77.4% for statement number 22. This result indicates that the duration of use becomes a dominant indicator in the social media content variable. Furthermore, the recapitulation results for variable Y show that out of 39 item statements, all of them received very high cumulative values. The highest percentage is 89% for statement number 51, while one item statement at number 54 has a high value with a percentage of 79.4%. This indicates that in the variable of trust in healthy food consumption, the dominant indicator is the statement that Instagram is a platform used by various groups, so the information dissemination on this platform is very fast.

Based on the calculation results on the table, it is known that for variable X, the frequency of using Instagram social media has the highest percentage, namely 87.48%. Meanwhile, for variable Y, the dimension with the highest average percentage is perceived benefit at 85.46%. This means that the frequency of using social media becomes the most dominant dimension, and in the variable of trust in healthy food consumption, the most dominant dimension is perceived benefit. In other words, the frequency of using social media, especially Instagram, becomes the most influential dimension in the perceived benefit of adolescent health. Someone who actively uses social media, especially Instagram, frequently, will receive information about healthy food consumption every day, contributing to an

increase in perceived benefit. Furthermore, it can be seen that the frequency of using Instagram and perceived benefit in the variable of trust in healthy food consumption has the highest percentage achievement in this study. The threat that may arise if this indicator is not achieved is a lack of health information for adolescents, which can lead to their misunderstanding of healthy and unhealthy foods. Insufficient information can potentially increase the risk of diseases such as diabetes, high cholesterol, and obesity, especially when faced with easy access to unhealthy foods such as junk food and sweet drinks. Therefore, the role of social media, especially Instagram, in educating adolescents is crucial. Health content presented by accounts like @nadiyalaydrus can be an effective effort to educate adolescents about health and help them understand the difference between healthy and unhealthy foods. In the current technological era, social media can be an effective means of delivering health information to adolescents. In the perspective of the Health Belief Model (HBM) explained by Rosenstock (1966), this research indicates that many adolescents agree with the use of Instagram social media as an effort for prevention, screening, and control of disease conditions. Indicators from HBM dimensions, such as perceived susceptibility, perceived severity, perceived benefit, perceived barriers, cues to action, and self-efficacy, are reflected in the results of this research. Adolescents show a high level of confidence in their ability to lead a healthy lifestyle, especially in terms of food consumption, by utilizing the information they obtain through social media. It is emphasized that the frequency of using social media, especially Instagram, plays a significant role in shaping the beliefs and behaviors of adolescents regarding health. Efforts to increase the frequency of using social media, done by presenting educational content about health, can be a solution to build awareness and knowledge of adolescents about eating patterns and healthy lifestyles.

This research aims to measure the influence of the intensity of use and content of Instagram social media (@nadiyalaydrus) on trust in healthy food consumption. From the research results with 100 respondents, it was found that the intensity and content of the account have an influence of 61.1%, classified as strong based on the correlation value of 1.033. The questionnaire consists of 65 questions, with 25 questions for the intensity and content of social media (X) and 40 questions for the trust in healthy food consumption variable (Y).

The results of statistical analysis show that there is a significant influence of variable X on

variable Y, with the calculated t value > the tabled t value ($12.413 > 1.290$). Thus, the research accepts the alternative hypothesis and rejects the null hypothesis. Variable X, consisting of frequency of use, duration of use, image content, video content, and caption, has a significant influence on variable Y, consisting of Perceived Susceptibility, Perceived Severity, Perceived Benefit, Perceived Barriers, Cues To Action, and Self-Efficacy. The use of the Health Belief Model (HBM) theory in this research helps to understand that social media, especially Instagram, can play a role in increasing awareness and trust of adolescents in health. Simple linear regression analysis results show that variable X has a positive and significant effect on variable Y, with a coefficient of determination (R square) of 61.1%. Therefore, it can be concluded that the content of Instagram social media (@nadialaydrus) can make adolescents more aware of health and encourage a healthy lifestyle.

In the context of the HBM theory, the research shows that adolescents tend to agree that the content from the account influences them to maintain health. Efforts to prevent unhealthy food consumption are embedded strategies to avoid the risk of disease. The continuity of respondent responses with the HBM theory indicates that followers of the account respond positively to content that provides health information and motivates them to live healthily from an early age. Hopefully, this younger generation will grow well and become an asset to the nation. Thus, it can be concluded that social media content can play a role as a health education agent, shaping positive perceptions and beliefs about a healthy lifestyle. This research contributes to understanding the influence of social media, especially Instagram, in shaping trust in healthy food consumption in adolescents.

3. CONCLUSION

This research was conducted to measure the influence of the intensity of use and content of the Instagram social media account (@nadialaydrus) on trust in healthy food consumption. From the research results with 100 respondents, it was found that the intensity and content of the account have an influence of 61.1%, classified as strong based on the correlation value of 1.033. The questionnaire consisted of 65 questions, with 25 questions for the intensity and content of social media (X) and 40 questions for the trust in healthy food consumption variable (Y).

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