Health Information Media Literacy on Instagram Sehat Surabayaku

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Abstract

This study aims to examine the level of media literacy and public response to health information provided by the Instagram account @sehatsurabayaku during the period May to June 2023. Media literacy is a crucial aspect in understanding, assessing and interpreting health information circulating on social media. This study uses the content analysis method to identify the type, source, and accuracy of health information published by the Instagram account @sehatsurabayaku. In addition, a survey was conducted to collect data on people's understanding and perception of health information received from these accounts. Survey respondents were randomly selected from followers of the Instagram account @sehatsurabayaku who were active during the study period. The results of this study are expected to provide an understanding of the extent to which people's media literacy processes health information from certain social media, especially the Instagram account @sehatsurabayaku. The findings of this study can provide insight for stakeholders in the health and social media fields in developing a more effective and responsible communication strategy.

Keywords: Media literacy, Instagram, health information, social media, May - June 2023.

Abstrak

Penelitian ini bertujuan untuk mengkaji tingkat literasi media dan respons masyarakat terhadap informasi kesehatan yang disajikan oleh akun Instagram @sehatsurabayaku selama periode Mei hingga Juni 2023. Literasi media menjadi aspek krusial dalam memahami, menilai, dan menginterpretasikan informasi kesehatan yang beredar di media sosial. Penelitian ini menggunakan metode analisis konten untuk mengidentifikasi jenis, sumber, dan akurasi informasi kesehatan yang dipublikasikan oleh akun Instagram @sehatsurabayaku. Selain itu, survei dilakukan untuk mengumpulkan data tentang pemahaman dan persepsi masyarakat terhadap informasi kesehatan yang diterima dari akun tersebut. Responden survei dipilih secara acak dari pengikut akun Instagram @sehatsurabayaku yang aktif selama periode penelitian. Hasil penelitian ini diharapkan memberikan pemahaman tentang sejauh mana literasi media masyarakat dalam memproses informasi kesehatan dari media sosial tertentu, khususnya akun Instagram @sehatsurabayaku. Temuan penelitian ini dapat memberikan wawasan bagi pemangku kepentingan di bidang kesehatan dan media sosial dalam menyusun strategi komunikasi yang lebih efektif dan bertanggung jawab.

Kata kunci: Literasi media, Instagram, informasi kesehatan, media sosial, Mei - Juni 2023.

INTRODUCTION

Media literacy is a form of education that provides knowledge to the public about the ability to analyze messages from the media. The purpose of this education is to help people understand that the media serves various intentions, ranging from commercial and business objectives to political ones. The goal of this is to make them responsible and provide the appropriate response when interacting with the media in their daily activities (Rochimah, 2011). Technological advancements seem to play a role in creating a new public space where every individual can act as an information producer. This public space provides opportunities for individuals to openly share information and respond to any information they receive. Consequently, virtual communities are formed where discussions and interactions take place without face-to-face meetings. Although this phenomenon has positive impacts, it also inevitably brings about negative consequences.

With the existence of this digital public space, anyone can contribute to presenting information, but it also carries the risk of spreading invalid information or inaccurate content. This is where the negative impacts of this phenomenon emerge. However, on the positive side, it opens up opportunities for many people to interact and share knowledge without being limited by geographical location or physical boundaries. Overall, the emergence of technology has brought significant changes in how we participate in the public sphere, allowing us to be both producers and consumers of information, although the potential negative impacts need to be monitored. In the public sphere, the use of social media can have a positive impact by building connections and spreading positive and beneficial ideas. On the other hand, the negative impact is the uncontrolled dissemination of information. Information overload has become a new challenge we face today. With the abundance of available information, it becomes difficult to find information that meets our needs. The truthfulness of information is also questioned. The presence of false information (hoaxes), exaggerated information (fake news), and hate speech can disrupt public order.

Media literacy is a process of accessing, critically analyzing, and creating media messages using media tools (Hobbs, 1996). According to Rubin (1998), media literacy includes an understanding of information sources, communication technology, the codes used, the messages produced, selection interpretation, and the impact of a message. With the internet and new media, an individual's communication interaction patterns can change.

In Government Regulation Number 46 of 2014, it is explained that Health Information is health data that has been processed or analyzed to have value and meaning that is useful for increasing knowledge and supporting health development. To some extent, the development of digital technology has also revived the culture of reading among the public. This has happened through easy access to various writings available on the internet through search engines and various social media platforms, such as websites, blogs, Facebook, Instagram, and Twitter.

However, the challenges do not stop there. The challenges faced are increasing because a general interest in reading remains an issue. This is due to the vast amount of information available and the prevalence of short or shallow writings that tend to lack depth and provide little understanding.

Since ancient times, the existence of unverified information has always been present, but the quantity was relatively rare compared to the current situation. The main cause of this is technological advancements, especially the rapidly evolving and sophisticated internet, enabling the rapid and widespread dissemination of information through various media platforms. According to data from the Association of Indonesian Internet Service Providers (APJII) in 2022, approximately 210.03 million people in Indonesia were connected to the internet. This figure represents a 77.02% increase in the number of internet users in 2020, which was around 196.7 million users according to APJII's survey that year.

The spread of Instagram as a platform that promotes literacy for communication with the public and the dissemination of information is carried out by one of the departments, namely the Surabaya City Health Department, with the username @sehatsurabayaku. Launched on July 4, 2018, Instagram @sehatsurabayaku is the official social media account of the Surabaya City Health Department. Its purpose is to provide health information to the public. Information is conveyed through photo uploads and captions on the Instagram account @sehatsurabayaku, which as of June 23, 2023, has 2,730 posts and 291,000 followers.

Netnography is a form of adapting ethnography to the socially mediated world of computer technology (Kozinets, 2010). Netnography is a qualitative research method that employs an ethnographic approach to investigate culture or communication occurring through computer-mediated communications (CMC) (Kozinets, 2002). With this method, researchers can understand and analyze interactions and dynamics within online communities, as well as uncover cultural patterns that develop in digital environments.

Netnography is a research method that focuses on the study of social media. This approach is used to understand various types of social relationships that form in social networks, including social media. To conduct netnographic research, one must have a deep understanding of communication through social media (CMC) and actively participate in the community being studied on that social media platform. In netnography, analysis is performed on the structure and patterns of relationships among community members, often referred to as "actors" (nodes) and the relationships among members known as "teams" (Kozinets, 2015). Actors can be individuals, groups, organizations, regions, or specific concepts. The netnography method allows for efficient research, as it focuses only on specific periods to identify interaction patterns within a community without requiring an extended timeframe. This is similar to ethnographic research, which stops at the point where interaction patterns within a community can be understood.

Kozinets reiterates that netnography is a specific form of ethnographic research utilized to

uncover unique social interactions occurring through computers (internet). This definition continues to evolve into techniques and research methods relevant to the field of social media (Kozinets, 2017).

Netnography is one of the methods used to understand the cybernetic space (cyberspace) through text. It is a specialized method created to understand the culture and society that emerges in the online environment. The goal of netnography is to examine online culture and communities using a specific research approach (Bowler, Jr., 2010). In this approach, researchers look for specific terms used in written form, which become characteristic of a virtual community. Posts on the Instagram account @sehatsurabayaku serve as a reference that can help the public understand health-related information and represent one of the government's efforts to improve media literacy. In the future, it will become a digital product and digital identity (Prasetyo, 2023)

METHOD

This research will utilize a qualitative descriptive analysis method with a Netnography approach as its research technique. Netnography is used to examine and understand the communities and cultures that emerge through interpersonal communication on social media or the internet. This method also aims to gain an understanding of the social perspectives of groups formed through interactions and communication in the online environment (R. V. Kozinets, 2013). The goal of the Netnography method is to provide a comprehensive understanding of the views and values of the community, as well as to analyze the behaviors and concepts of the community members themselves. This online-based research method is conducted through the internet. Netnography is a methodological approach used by researchers to investigate the internet and explore user behavior while using the internet. Furthermore, Netnography is also applied to consider the consequences of communication processes that occur through internet media.

RESULTS AND DISCUSSION

Based on the findings by researchers, the results will be documented in the form of screenshots, which will then undergo a data analysis process. The findings from this research will be discussed in accordance with theory and logic. To provide more detail and elaboration, the following discussion will present a specific issue to be investigated. The aspects to be analyzed will include the posts on the Instagram account @sehatsurabayaku, as well as the responses of the community through comments on several posts.

The data to be collected will originate from primary data that was previously observed on the Instagram account @sehatsurabayaku. In addition, secondary data will be supported by various literature, documentation, or other relevant writings to support the primary data.

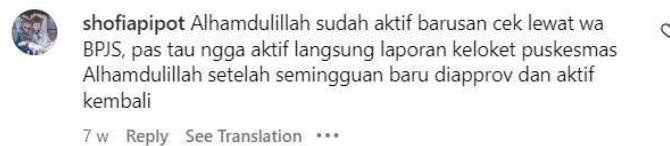Image 1: Announcement regarding PBI JK posted by the Instagram account @sehatsurabayaku

Image 2: Pro comments on the Instagram post of the @sehatsurabayaku account regarding the JK BPJS status.

Document literacy is the ability to read and interpret information for specific purposes. The Instagram account @sehatsurabayaku demonstrates document literacy through posts that inform about the status of participation in the Health Insurance Premium Assistance (PBI JK). In the post, it is explained that PBI JK members will lose their participation as of May 1, 2023, if they do not meet the requirements set by the government. This information is based on the decision of the Minister of Social Affairs of the Republic of Indonesia Number 70/HUK/2023 regarding PBI JK Health Insurance. Additionally, the post also mentions that individuals who are ill can register through health facilities that collaborate with BPJS Health in the city of Surabaya.

CONCLUSION

This research can reveal the level of media literacy among the public regarding health information on social media, particularly on the Instagram account @sehatsurabayaku. The results can indicate to what extent users can comprehend and evaluate the health information presented through this platform. Types and Sources of Information: it can identify the types of health information most commonly shared by the @sehatsurabayaku account and the sources of information used. This can provide insights into the health topics that capture the public's attention and the level of trust in specific information sources.The conclusion of this research

will be a vital reference for parties involved in health communication through social media to enhance public understanding of health information and create a healthier digital environment.

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