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**HEALTH PROMOTION FOR TUBERCULOSIS ON INSTAGRAM
SOCIAL MEDIA; A PRELIMINARY STUDY**

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ABSTRACT:

Background: After COVID-19, Tuberculosis (TB) will become the second deadliest infectious disease in the world. Health promotion activities on Instagram social media can be used to control TB. So far, no research has described an Instagram account focusing on campaigns about TB disease. **Methods:** To find the Instagram account by using the search bar on Instagram social media, enter the terms "tuberculosis," "TBC," and "TB" on April 30, 2024, then identify based on the number of posts, number of followers, and number of following the other Instagram account. **Results and Discussion:** 55 Instagram accounts were found, with the most posts totaling 1,644, the most followers numbering 20,400, and the most following other Instagram accounts totaling 1,736. While the average number of posts is 147, the average number of followers is 1,388, and the average number of followers on different Instagram accounts is 169. **Conclusion:** From the Instagram accounts found, both in terms of the number of posts, the number of followers, and the number of following other Instagram accounts, the numbers vary greatly; it is proven that there is a vast difference between the highest number and the average, this means that Instagram account management needs to be managed professionally by paying attention posting schedule, exciting content to gain followers, and following other Instagram accounts that discuss TB disease. So that TB health promotion activities on Instagram and social media can be achieved effectively and efficiently.

Keywords: Health Promotion, Tuberculosis Diseases, Social Media, Instagram.

1. Introduction

After COVID-19, Tuberculosis (TB) disease will be the second deadliest infectious disease in the world in 2021, and it will be the 13th major cause of death globally (WHO, 2022). Health promotion activities can be used as a strategy in the context of TB control to increase knowledge, awareness, and changes in public behavior regarding TB. These activities can be carried out continuously through massive dissemination of accurate information about TB to the public through public communication channels. The development of online platforms that can be used in interactive engagement, namely social media, is a result of new technologies such as the Internet that allow for expansive and collaborative communication. Social media can be used for various purposes, like communicating about behavior change. Behavior change communication is a subfield of health communication, which is the study and practice of communication tactics to promote good health (Adewuyi & Adefemi, 2016). The term "social media" refers to a collection of internet-based applications for producing and exchanging user-generated material (videos, photographs, graphic files, etc.) (Osborne-Gowey, 2014). Social media is sometimes referred to as participatory internet communication. Interactivity, cost-effectiveness, adaptability, and the opportunity to reach a large and social audience are benefits of social media over traditional media (radio, television, etc.) (Moorhead, 2018). Social media use has been shown to foster a sense of community among users, helping them feel supported and accepted (Dyson et al., 2016). Numerous researchers have positively correlated the utilization of social networks and social capital, "a concept that includes actual and potential resources available within a given network" (Vitak, 2014). Instagram is a component of a social media platform that allows for interactive communication, and this intervention enables two-way conversation with the public or with other users. Social

media's interactive capabilities present excellent prospects to broaden the scope of health interventions and improve people's capacity to adopt healthy behaviors. Social networks not only let people connect with service providers and members of the public, but they also let people create peer-to-peer health-focused organizations (Myneni et al., 2016). Instagram's dynamic social network can be used in various ways to aid in health initiatives, whether promotional, preventative, curative, or restorative. Recent studies have examined how social media can support health advocacy organizations, inform health research, and advertise medical services (Brusse et al., 2014). One of the ways social networks are used to improve public health is to combat infectious diseases like HIV and tuberculosis by improving people's capacity to respond to illnesses and give them hope that they can be cured—influence on increasing social support and self-control to enhance health outcomes (Rice et al., 2016). By affecting knowledge, motivation, self-efficacy (behavioral capacities), and other attitudes and perceptions regarding health behaviors, enabling social support through Instagram's interactive social media is linked to a favorable impact on health outcomes (Rice et al., 2016). Globally, the number of individuals using social media is rising; almost 4.76 billion people, or roughly 60% of the world's population, use it (We Are Social, 2023). Here is a graph showing the rise in social media usage worldwide.

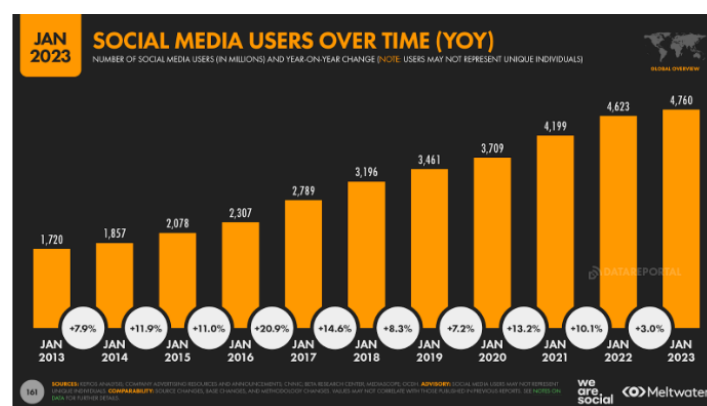


Figure 1. Shows the increase in social media users year over year.
(Source: We are Social, 2023)

Since the pandemic began, social media users have grown by around 30% globally, adding more than 1 billion additional users in the last three years. Growth statistics over the previous few years imply that COVID-19 is hastening the uptake of social media. Nearly twice as much increase occurred annually between 2020 and 2021 as compared to the prior year, and growth accelerated to a double digital pace between 2021 and 2022. However, growth has suddenly halted during the past twelve months (We Are Social, 2023). According to monthly active users, the following social media networks are ranked:

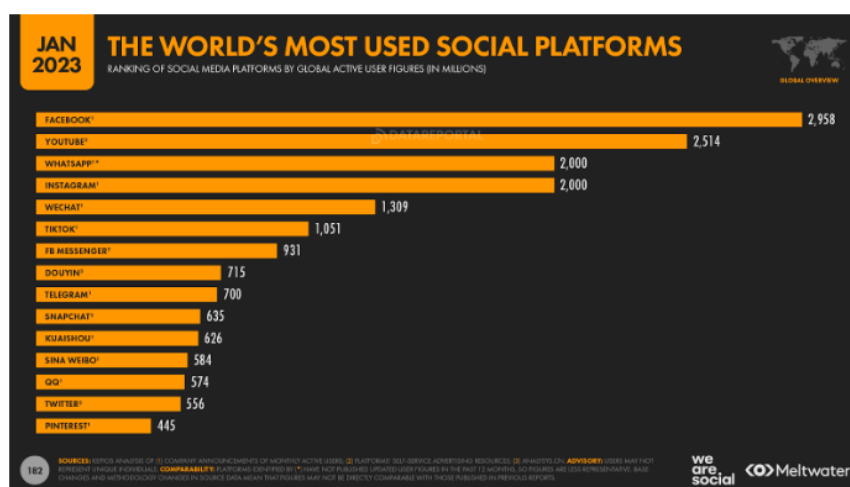


Figure 2. The Worldwide Use of Social Media Platforms
(Source: We are Social, 2023)

According to the data above, the five most popular social media networks are Facebook, YouTube, WhatsApp, Instagram, and WeChat. However, when users are categorized by age, Instagram is a preferred social networking site for those between 16 and 34. As a result, the Instagram social media platform is more suited to be utilized for TB disease health promotion since it is consistent with statistics on the highest number of TB cases in productive groups, particularly at the age of 25 to 34 years (WHO, 2022). This article aims to describe Instagram accounts focused explicitly on TB disease campaigns.

2. Research Method

This research is descriptive, and it found Instagram accounts that campaigned for TB disease. To find the Instagram account by using the search bar on Instagram social media, enter the terms "tuberculosis," "TBC," and "TB" on April 30, 2024, then identify based on the number of posts, number of followers, and number of following the other Instagram account.

3. Result and Discussion

There were 55 Instagram accounts found using the search terms "tuberculosis," "TBC," and "TB." According to the average number of posts made, 147 posts, the average number of followers was 1.388, and the average number of followers on the other Instagram account was 169. According to the type of posts, followers, and follows, the following table displays the original search results for Instagram accounts related to the TB disease:

Table 1. Displays the frequency distribution of Instagram Profile for TB disease

Instagram Profile	Mean	The largest sum	The smallest sum
Post	147	1.644	6
Followers	1.388	20.400	29
Following the other Instagram	169	1.736	0

Source: Data collection results on April 30, 2024

The Instagram account with the most posts is @stopTBIndonesia the non-profit organization that runs Stop TB Partnership Indonesia; the account was created as part of an effort to systematically and holistically eradicate tuberculosis by promoting collaboration between local and international sectors; the most followers is @tbc.indonesia which is run by government organization tuberculosis work team of the directorate for prevention and control of infectious diseases of the ministry of health and the most following the other Instagram is @tbc.komunitas_purwakarta which is run by the non-profit organization komunitas konsorsium penabulu-STPI Purwakarta. "social media" refers to an online platform where information, ideas, viewpoints, and material can be shared. At its foundation, social media refers to the connection and relationship between an individual and an organization. Although social media is said to have several advantages over traditional media, the employment of both is still necessary to successfully modify health behavior. To further increase the efficacy of behavior change programs, it might be required, for instance, to hold meetings with the target audiences of face-to-face interaction. Social media may change and inspire people to become more involved, globalized, and participatory users by altering how they gather, interact, and share information (Mahoney & Tang, 2016). Utilizing social media with careful planning is one approach to make the most of its potential to alter people's or communities' behavior. The message must be tailored to the intended target audience's culture and be simple enough for them to understand. The objective of communication must be clearly defined. The type of social media selected and the percentage exhibited can substantially impact behavior change success. Given the significance of the efficacy of the health behavior change theory, behavior change treatments carried out through social media should be carried out based on the theoretical framework of social-behavioral change. Additionally, evaluation is required by comparing the results to the goals set for social media by counting the number of views and shares for each post and the number of comments that appear when we make claims or offer information. These tasks are simple for us to complete because each social media platform can now evaluate the required data without using additional software. Because analyzing behavior change interventions on social media is a highly tough theory, feedback and assessment reports should not be overlooked when developing methods. The concept of an influencer is now widely used in society. An influencer is a person or organization that has the power to sway their audience. Influencers frequently can sway a person's decision to act because of their big followings. It is pretty simple to have hundreds or millions of people follow you because of your authority, position, or relationship with the public or audience. This aligns with the notion of Influence, which is the capacity to sway someone's thoughts or conduct. For example, According to

one of the articles, influencer marketing is crucial in promoting public health. According to the poll, 59% of respondents follow social influencers on social media platforms, and 16% say that influencers significantly impact their eating decisions. Social influencers allegedly encouraged 32% of participants to choose healthier foods, while 41% claimed that they occasionally did. Social media influencers can encourage people to eat healthier foods (Byrne et al., 2017). Using the social media accounts of doctors who are active influencers, one example is empowering religious communities—in this case, the Santri—to promote TB detection and treatment during the pandemic. Influencers can contribute content by sharing the experiences of TB ambassadors and survivors on social media, one of which can be through podcasts.

4. Conclusion and Implications

Social media, especially Instagram, is effective for TB health promotion. However, it must be managed professionally from the standpoint of its management function, namely from planning, organizing, implementing, and evaluating, as well as by paying attention to its management's components, such as its human resources, budget, and materials, especially those that are related to the content to be posted by paying attention posting schedule, exciting content to gain followers, and following other Instagram accounts that discuss TB disease so that TB health promotion activities on Instagram social media can be achieved effectively and efficiently.

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