

Effectiveness of Digital Media in Health Promotion Campaigns: A Literature Study

M Fadhel Nurmidin¹, Welong S. Surya²

^{1,2} Sam Ratulangi University

² Sekolah Tinggi Ilmu Kesehatan Bethesda, Tomohon

Email: fadhelnurmidin@gmail.com

ABSTRACT

The advancement of the digital era has created great opportunities to support health promotion through social media. This study aims to analyze the effectiveness of digital media, especially social media platforms, in disseminating health information while encouraging healthier behavior changes. The study used a literature review method by reviewing various trusted sources published between 2019 and 2024. The results show that social media has several advantages, such as the ability to reach a broad audience, high interactivity, content that can be tailored to needs, and ease in evaluating campaign success. In conclusion, social media shows significant potential as a health promotion tool. This study recommends a combination of digital and traditional strategies to maximize campaign results and the need for further research to assess the long-term impact of digital-based health promotion.

Keywords: Digital Media, Health Promotion, Social Media

INTRODUCTION

Health promotion campaigns are essential in raising public awareness of various health issues. In today's digital era, social media has become an effective tool for conveying health information. With the high number of digital platform users, especially among teenagers, social media provides an excellent opportunity to spread health messages widely and quickly. Studies have shown that health promotion campaigns through social media can increase health knowledge while encouraging positive behavioral changes, especially in teenagers who are active users of these platforms (Putri, 2024; Nurmala, 2024).

Digital media acts as a bridge that supports health behavior change. Engaging and interactive content such as videos, infographics, and articles can help improve health literacy among users. In addition, social media allows for direct interaction between information providers and audiences, creating a space for deeper dialogue on health issues (Suiraoaka, 2024).

This literature review aims to evaluate the effectiveness of social media in health promotion and identify challenges that arise in its implementation. Reviewing various related studies, this study provides a comprehensive overview of utilizing social media as an effective health

promotion tool. The results of this study are expected to provide recommendations for better health promotion strategies through digital platforms (Laksono, 2023).

Previous research results show that social media effectively disseminates information and encourages individuals to act proactively toward their health. For example, social media campaigns have increased awareness of the importance of healthy eating and physical activity in adolescents (Putri, 2024). However, obstacles, such as disseminating inaccurate information and low digital literacy, must be overcome to increase the campaign's success (Suirakoka, 2024; Magdalena et al., 2021).

One of the main challenges is the risk of spreading false or misleading information on social media, which can lead to confusion and risky behavior among users. Therefore, it is important to develop regulations and digital literacy strategies that can help users evaluate the accuracy of the health information they receive (Nurmala, 2024).

Despite the challenges, social media's potential as a health promotion tool is enormous. With the right approach and collaboration between governments, health organizations, and social media platforms, the effectiveness of health promotion campaigns through social media can be increased. In addition, further research is needed to explore the combination of online and face-to-face interventions to produce more optimal results in health promotion (Laksono, 2023).

In today's digital era, health promotion through digital media is a very relevant need to increase public awareness of the importance of healthy living behavior. With the right strategy and accurate information, health campaigns can achieve their primary goal: creating a healthier society. Therefore, further research on the effectiveness of digital media in health campaigns is essential to design more innovative and effective strategies in the future.

METHODS

The research method used in this study is a literature study. This method refers to a research approach that aims to collect and evaluate various studies relevant to a particular topic focus. In this context, the theoretical basis is developed through literature searches from various reliable sources,

This study applies the thematic mapping method, a more structured approach that involves systematic steps to ensure that literature selection is carried out objectively and in accordance with scientific research principles. This method avoids subjective bias in the literature selection process.

The scientific journal standards used in this study refer to articles that have received national accreditation. The reviewed journal articles were obtained through a search using the keywords "digital media effectiveness," "health promotion," and "social media" on the Google Scholar platform. The selected literature consists of journals published from 2019 to 2024. This study aims to provide an in-depth and comprehensive review of the research topic based on reliable sources.

RESULTS AND DISCUSSION

Effectiveness of Digital Media for Health Promotion

1. Benefits of Digital Media

Digital media, especially social media, offers several advantages in health promotion:

a) Wide Coverage

Social media allows for the rapid and geographically unlimited distribution of health information. A study noted that 85% of respondents felt they had benefited from health information via social media, and 70% experienced positive health behavior changes after following health campaigns on the platform (Suiraoaka & Putri, 2024).

b) Interactivity

Social media provides a space for people to interact with health promotion content through questions, discussions, or sharing experiences. This increases public engagement with health issues. Digital platforms also provide interactive spaces that allow audiences to participate in health-related discussions. This participation increases public engagement in maintaining their health (Mustofa & Sani, 2024)

c) Content Personalization

Delivering relevant and engaging content tailored to audience needs has increased the effectiveness of health promotion campaigns (Suiraoaka & Putri, 2024).

d) Accessibility and Speed

Digital media allows for the rapid distribution of health information and its broad reach. This makes platforms like Instagram and Facebook effective in reaching audiences, including teenagers (Putri, 2024; Permatasari et al., 2024).

e) Interesting Education

Digital media can convey health information creatively and quickly, thereby increasing health literacy in the community, with the existence of (Putri, 2024; Nurmala, 2024).

f) Campaign Monitoring and Evaluation

Digital media allows for more efficient implementation of campaign evaluations, including through audience feedback that can be used to improve promotional approaches (Permatasari et al., 2024)

2. Case Studies of Successful Campaigns

a) Anti-Smoking Campaign

Social media, such as Twitter, has been shown to help individuals quit smoking. These campaigns use educational content and community support to motivate positive behavior change (Putri, 2024; Nurmala, 2024).

b) Health Education Program for Teenagers

Digital health campaigns targeted at adolescents can increase knowledge about healthy lifestyles and encourage positive behaviors, such as healthy eating and physical activity (Putri, 2024; Permatasari et al., 2024).

c) COVID-19 Vaccination Campaign

Social media was used to disseminate evidence-based information about the importance of COVID-19 vaccination. The campaign reached a wider audience and reduced vaccine hesitancy (Permatasari et al., 2024). In the COVID-19 vaccination campaign, social media such as Twitter and Instagram were used to convey education about the importance of vaccination. As a result, vaccination coverage was significantly increased in the community exposed to the campaign (Junaedi & Zulkarnain, 2024).

3. Limitations of Digital Media

a) Limited Accessibility

The digital divide is a significant obstacle, as not everyone can access information technology. This reduces the reach of health campaigns (Laksono, 2023).

b) Inaccurate Information

One of the limitations and often an obstacle is information that does not correspond to data or facts. This makes users confused and reduces trust in health information received from social media (Cahaya et al., 2024)

c) Low Digital Literacy

Low levels of digital literacy in some communities cause difficulties in understanding health information, thus limiting the campaign's effectiveness (Junaedi & Zulkarnain, 2024).

4. Supporting Factors for Campaign Success

a) Relevant and Evidence-Based Content

The success of health promotion through digital media depends on relevant content supported by scientific evidence. Evidence-based content can increase understanding and motivate positive behavioral changes, especially among adolescents (Putri, 2024; Fadillah, 2023). Delivering accurate and reliable information builds the campaign's credibility in the eyes of the audience.

b) Utilization of Social Media and Health Influencers

Social media, such as Instagram and Facebook, serve as practical tools for conveying health information. In addition, collaboration with health influencers helps reach a broader audience in a relatable and personal way. Credible influencers have been shown to positively influence audience behavior (Manalu & Siregar, 2024; Anisah et al., 2021).

c) Collaboration with Government and Private Institutions

Partnerships with governments, health organizations, and the private sector support the development of more comprehensive campaigns. These collaborations also enable the mobilization of resources to reach wider audiences effectively (Batubara et al., 2020).

5. Comparison with Traditional Media

a) Advantages of Digital Media Compared to Traditional Media

Digital media has advantages in speed and broader reach. Information can be disseminated instantly to thousands of audiences at a relatively low cost. In addition, digital media allows two-way interactions that cannot be achieved with traditional media (Prastuti Soewondo et al., 2020; Manalu & Siregar, 2024).

b) Combination of Digital and Traditional Approaches

A hybrid approach, which combines digital and traditional media, can increase the effectiveness of health promotion. For example, a campaign through television advertising can attract initial attention, while social media provides more in-depth information (Anisah et al., 2021; Batubara et al., 2020). However, combining digital and traditional media can produce a more optimal impact. For example, television advertising can direct audiences to social media campaigns, thereby expanding the reach of health information.

CONCLUSION

The study results show that digital media, especially social media, has excellent health promotion potential, including increasing health literacy and encouraging healthy behavior.

However, several challenges must be addressed through education and cross-sector collaboration, such as the spread of inaccurate information and low digital literacy. A combination of digital and traditional media is recommended to maximize the reach and impact of health campaigns.

For future research development, it is recommended that the long-term impact analysis of digital media use in health promotion campaigns be explored further. This includes measuring its effectiveness in influencing consistent behavioral change and its impact on public health indicators.

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