



The use of various media in

Health Literacy for Health Information Dissemination to the Indonesian Society

a Quantitative Research Study

Author: Rosini, Wardiyono, S. Arahman, S. Darlis; S. Safitri; Yulinda

Contact Email: rosini@yarsi.ac.id

Background

Health is very substantial to a community. Indonesian government put in a better health as one of the goals in the Sustainable Development Goals (SDGs). One effort to reach a healthier and more prosperous Indonesian community is by improving “health literacy.” Media such as educomics, printed or digital posters, and social media, have been exploited in spreading out the “health literacy” contents.

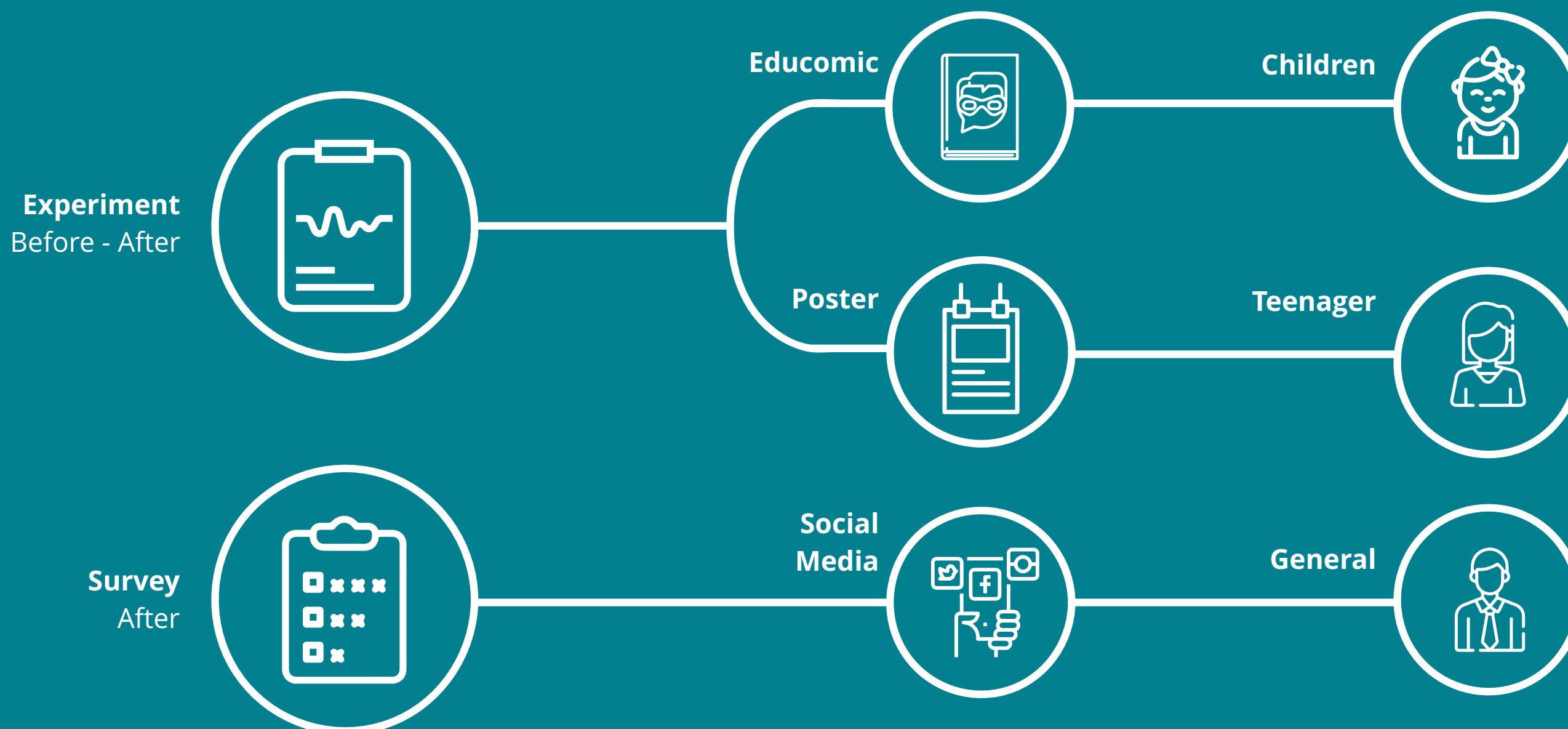
Aim

The research goal is to understand the level of “health literacy” from various groups in Indonesia and to discover the appropriate media to reach them out.

Method

The research uses a quantitative method combine with experiment test. For data collection technique, it use before and after the treatment questionnaire. The health information targeted groups are children in early childhood, teenagers and general users using various media.

Research Schema



Analysis

The Health literacy about “Healthy Living Behaviour’s” using educomics brings positive influence to the early children.

The Health literacy about “early detection to breast cancer” & “the toxic of smoke” using poster brings positive influence to the teenager.

Social media can be used to support learning as long as social media can meet certain criteria for health information topics searching.

Patterns of using social media was active to seeking health information but less sharing information to others.

Findings



Educomics

T-Test : the sigma value (2-tailed) is 0.000 smaller than H_0 (<0.05). Hypothesis : H_0 is rejected and H_1 is accepted.

After the treatment, the knowledge of “wash the hand” and “brush the teeth” are increasing significantly.



Poster

T-Test : the value of sigma (2-tailed) is 0,000 $<0,05$. Hypothesis : H_0 is rejected and H_1 is accepted.

Both digital or paper poster can increase the student knowledge on “early detection to breast cancer” & “the toxic of smoke”.



Social Media

- The purpose of health information searching is to support the lecture material (19,8%)
- The average has used social media for 1-3 years (46.7%)
- Duration of using social media is about 30 minutes - 1 hour (40.0%)
- The reason for using social media in finding health information is because it has diverse and interesting features with a percentage (23.1%), a feature that is often used is downloading and uploading files (19.8%);

- The result shows that social media users were dominated by married female (age range 45-50 years old).
- Their highest level of education was D4 (Diploma) and S1 (undergraduate).
- They used almost all social media, but the biggest user are : WhatsApp (85.8%), YouTube (84.9%), Wikipedia (84%), Facebook (80.5%).

Conclusion

The study results show that the use of educomics for delivering health literacy is suitable for early childhood (0-11 years). The posters bring positive influence in obtaining the health information for teenagers (10-25). Social media is beneficial in the dissemination and searching for health topics for general users (above 20 years). These results are significant in the development of the appropriate media for delivering health information based on the user profile.

Acknowledgement

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