

Is Instagram Effective for Reproductive Health Promotion in Adolescents during the COVID-19 Pandemic?

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ABSTRACT

Background: The majority of teens have smartphones and are involved with digital media. Almost 45% of teens described being online "almost constantly." During the COVID-19 pandemic, access to learning reproductive health directly in schools is very limited. Various risks posed by the COVID-19 outbreak have an impact on changes in the new order of life. Teenagers learn more from home. Many teenagers use social media and the internet to learn about reproductive health. **Objective:** The purpose of this study was to determine the effectiveness of reproductive health promotion through Instagram during the COVID-19 Pandemic. **Methods:** An analytic observational study with a cross-sectional approach was conducted among 31 respondents from December 2021 to July 2022. The sample was all who are followers of PIKM Larashati Instagram and ready to be a respondent. The sampling technique was taken by accidental sampling. Data collection was carried out using Google Forms. Data were analyzed with both univariate and bivariate analysis. **Results:** The findings in this study indicate that adolescents who are followers of PIKM Larashati Instagram have good knowledge about adolescent reproductive health as much as 58.07%. This study also states that the positive attitude of adolescents who are followers of the Larashati PIKM Instagram toward reproductive health is 61.29%. It was found that there was no relationship between the knowledge and attitudes of adolescents because the value of sig = 0.072 which means it is greater than 0.05. **Conclusion:** Promotion of reproductive health through Instagram by PIKM Larashati regarding reproductive health during the COVID-19 Pandemic is effective for adolescents and adolescents are recommended to follow accounts containing health education.

Keywords: Adolescent, Instagram, Reproductive health, Pandemic Covid-19

INTRODUCTION

Today teenagers are often described to be "digital natives." This is because teens grow up in an immersive technological society. The majority of teens own a personal smartphone and engage with digital media. According to some sources, about 45% of teens describe they are online "almost constantly." Several studies have documented the frequent and almost ubiquitous use of adolescent media (Kelleher and Moreno, 2020). Teens who use the media frequently consistently have many advantages and risks. Advantages of using media include the possibility for content creation and social encouragement. Risks of media use include negative health effects sleep problems, moreover relational risks such as risky sex-partner and bullying. During the COVID-19 pandemic, access to reproductive health learning directly in schools is very limited. The various risks posed by the COVID-19 outbreak have an impact on changing the new order of life,

which lately has been learning more from home and doing activities online. Adolescent behavior is something that attracts attention from various parties. Even reproductive health services at the public health center are also limited, due to the focus on dealing with the COVID-19 problem. There are many young people using the internet and social media to learn about reproductive health, but the accuracy of the information found online has concerns. The new digital era is dramatically changing the way young people communicate and get information. Although already very popular with young people, this tool is popular in bringing health information to many teenagers faster than ever before. "Social media" refers to blogging, text messaging, video sites, forums, social networks like Instagram and more. The site is characterized by interconnected technologies that support people to engage digitally in local and global communities. Health communication is the study of the use of communication

strategies to disseminate health information, which can influence individuals and society in making appropriate choices in health management. In today's internet environment, health information can be accessed easily. The student counseling information center was formed as one of the organizations located at the university level to address reproductive health problems, especially adolescent health problems. PIKM Larashati currently uses Instagram as a promotion to address adolescent health problems including risk behavior problems. Instagram is a social media that is equipped with the live Instagram feature (IG TV). Therefore, Instagram is very appropriate to use for health promotion which recommends minimizing face-to-face contact during the COVID-19 pandemic. In this paper, we would like to present the effectiveness of reproductive health promotion through Instagram in adolescents during the COVID-19 pandemic.

METHODS

This research incorporates an analytical observational technique with a cross-sectional approach as the research and observations are conducted concurrently, simultaneously or at one time (Sugiyono, 2017). The population of this study were all teenagers who were Instagram followers of PIKM Larashati. The sample in this study was youth members of Instagram followers who provided complete responses and filled out the provided Google Form. Accidental sampling was used as a sampling technique. Anyone found by the researcher is used as a sample if that person is a data source (Sugiyono, 2017). The number of samples in this study were 31 respondents. The Instagram media used is Instagram PIKM Larashati. Instagram PIKM Larashati discusses issues regarding adolescent reproductive health, such as about menstruation, body image, screen time during the pandemic and its impact on adolescents, adolescent relationships, and others. This activity is presented with a direct discussion model on Live IG by bringing in speakers. The resource persons in this activity were the STIKes Akbidyo lecturer and as a moderator the PIKM Larashati management. This activity usually takes place once a week at 19.00-

20.30 WIB. In addition, adolescent reproductive health messages on Instagram are also presented in the form of posters, a combination of information and images, and supporting animations. The instrument used in the survey is a Google Form questionnaire. The questionnaire used was adapted from Mediastuti's (2017) research. The data analysis used is univariate and bivariate. Between variables, the post-test results used logistic regression.

RESULTS AND DISCUSSION

This study involved teenagers who are Instagram followers of PIKM Larashati and are willing to be respondents in this study. The total number of respondents who were willing to fill out the Google Form during the research time was 31 respondents. The respondents' characteristics in this study are shown in Table 1.

Table 1. Characteristics of Respondents.

Description	Frequency	Percentage (%)
age		
Late teens (18-21 years)	31	100
Total	31	100
Last education		
College	7	22.6
Senior High School	14	77.4
Total	31	100
Domicile		
Boarding House	21	67.7
Live with friends	3	9.7
Live with family	1	3.2
Live with parents	6	19.4
Total	31	100
Father's occupation		
TNI/POLRI/PNS	21	67.7
Entrepreneur/Trader	3	9.7
Farmer/Laborer	1	3.2
Private sector employee	6	19.4
Total	31	100
Mother's occupation		
PNS/TNI/POLRI	1	3.2
Self-employed/trader	11	35.5
Farmer/labor	14	45.2
Private sector employee	5	16.1
Total	31	100
Time using Instagram		
1 year	1	3.2
2 years	3	9.7
3 years	26	83.9

Less than one year	1	3.2
Total	31	100

Based on the data on the respondents' characteristics, all respondents in this study were included in the category of late teens (100%). The majority of respondents have the latest education, namely high school (77.4%) and the majority of respondents live in boarding houses (67.7%). The occupation of the respondent's father is the majority of the TNI/POLRI/PNS (67.7%). The majority of mothers' occupations are farmers/laborers (45.2%). The duration of using Instagram by the majority of respondents is three years (83.9%).

The results of the survey regarding the knowledge of teenagers who are followers of Larashati PIKM Instagram are displayed in Table 2.

Table 2. Knowledge of PIKM Larashati Instagram Followers about Reproductive Health.

Description	Frequency	Percentage (%)
Good	18	58.07
Sufficient	5	16.13
Less (Arikunto, 2013)	8	25.80
Total	31	100

Table 2 reveals that the majority of knowledge of teenagers who are followers of the Larashati PIKM Instagram is in a good category (58.07%). The results of the survey regarding the attitudes of teenagers who are followers of the Larashati PIKM Instagram Are shown in Table 3.

Table 3. Attitudes of adolescents who are Instagram followers of PIKM Larashati regarding reproductive health.

Description	Frequency	Percentage (%)
Positive	19	61.29
Negative (Azwar, 2012)	12	38.71
Total	31	100

Based on Table 3, the majority of the attitudes of teenagers who are followers of the Larashati PIKM Instagram are included in the positive category (38.71%).

Table 4. Relationship between Adolescent Knowledge and Attitudes About Reproductive Health in Adolescents Instagram Followers of Larashati PIKM.

		Correlation	
		Knowledge	Attitude
Knowledge	Pearson Correlation	1	.327
	Sig. (2-tailed)		.072
	N	31	31
Attitude	Pearson Correlation	.327	1
	Sig. (2-tailed)	.072	
	N	31	31

Social media is an effective tool for health communication. However, reliable information and interesting messages tailored to meet the diverse needs of adolescents are needed (Plaiime et al., 2020). Social media offer a new perspective in healthcare. Sustainable assessments are needed to improve health communication (Moorhead et al., 2013). Social media's ability to attract and retain large audiences helps create the tremendous potential to increase knowledge, awareness, and drive changes in health behaviors related to fitness and physical activity among adolescents (Vandelanotte et al., 2014).

Instagram is the most prominent social media, providing a space for interaction between public health observers and people in the digital space. Instagram was founded in 2010 and had more than one billion active users in 2018. Instagram users are mostly dominated by young people, 41% of users are aged up to 24 years. This app uses images as media content (infographics, photos and videos) on mobile devices. This platform is suitable for Health Promotion (HP), as it enhances the dissemination of content massively through images.

PIKM Larashati uses Instagram to convey information/education and support/motivation about health issues. Instagram is also used by healthcare organizations, NGOs, and businesses. Instagram has a number of tools that allow content to be shared with other social media. Instagram works with an emphasis on user preferences through a criteria algorithm. The dominance of usage in urban areas and the low loyalty of older users are considered limitations of this

platform within the framework of HP. The structure of Instagram is based on customizing content with Yahoo. This fact limits the possibilities for users to interact with multiple themes while allowing them to explore interesting themes. Users play an active role in building social media by sharing images (feeds, stories, Instagram TV (IGTV or direct messages), when interacting with like-minded people (i/like, following/profiling, mentioning profile or hashtag comments), and when do active search in deployment and exploration. It is through this medium that users create their content, and establish and maintain social relationships. By bringing the HP topic closer to this logic, users can be encouraged to discuss public health issues (Pinto, Antunes and Almeida, 2021).

The participatory use of the internet, known to most people as social media, has revolutionized and changed communication patterns, especially among teenagers. The COVID-19 pandemic has prompted people, particularly teenagers, to try to find health information online. One source for online media is Instagram. Instagram PIKM Larashati provides information on adolescent reproductive health to prevent risky behaviors in adolescents. Social media sites ensure that a large amount of health-related material can reach young people by recommending and suggesting content: youth suggested or recommended content for related information (social) and content suggested or recommended (interactive) (Santarossa and Woodruff, 2018). Instagram PIKM Larashati provides health messages in the form of images, text or via IGTV.

The results of this study show that teenagers who are Instagram followers of PIKM Larashati have good knowledge. It is prone to youth's susceptibility to experiencing problems and declining in quality. This is also supported by research (Zakaria et al., 2020) which states that a survey among adolescent girls aged 16-18 years has shown that adolescents who have a good level of knowledge and practice of sexual health have a good status. This study also suggests conducting research among adolescent boys to assess their health and reproductive status.

Reproductive health is an important part of public health and can affect overall well-being and quality of life. Promoting reproductive health is a

very important part of students as this demographic is at high risk of sexually transmitted infections (STIs) and unwanted pregnancies. Students who reported frequently engaging in risky sexual behavior had higher knowledge and attitudes scores. The relationship between knowledge and attitude is positive. The relationship is stronger in males than females, indicating that knowledge is more important for the formation of attitudes in males than females (Camacho-Miñano et al., 2021). However, this study demonstrates that there is no significant correlation between knowledge and attitudes.

Social media such as Instagram is widely used by teenagers. The use of Instagram is mainly for education/information and motivation/support. The app has great capability to serve as a visually rich disciplines social networking platform owing to its powerful, though not unique, photo and video sharing features. Another study by Al-Eisa et al. (in Kamel Boulos, Giustini and Wheeler, 2016) concluded that using Instagram with a home exercise program as a motivational method can be attractive and effective in strengthening adherence and maintaining appropriate levels of physical activity. However, Tiggemann and Zaccardo (in Kamel Boulos, Giustini and Wheeler, 2016) report that Instagram Fitspiration images (which promote exercise and healthy eating to inspire viewers to lead healthier lifestyles) may have unintended negative body image consequences for certain users. Nevertheless, Instagram remains one of the tools used by the World Health Organization (WHO), the US Centers for Disease Control and Prevention and other public health agencies to deliver visually compelling public health messages that educate and benefit the general public coming, as well as for risk communication during public health crises and man-made or natural disasters (Kamel Boulos, Giustini and Wheeler, 2016).

CONCLUSION

The findings in this study stated that the knowledge of teenagers who became followers of PIKM Larashati's Instagram about reproductive health was high at 58.07%. This study also states that the attitude of teenagers who are followers of PIKM Larashati Instagram

related to reproductive health is that the majority have positive characteristics, namely 61.29%. In this study, it was also found that there was no relationship between the knowledge and attitudes of teenagers who became Instagram followers of PIKM Larashati because the value of sig = 0.072 which means it is greater than 0.05. Based on this, it proves that health promotion through Instagram PIKM Larashati is effective for adolescents. Teenagers are advised to actively follow social media, especially Instagram PIKM Larashati, in order to gain knowledge about reproductive health.

In health promotion activities for adolescents, it is better to activate social media, especially Instagram and collaborate with the Student Counseling Information Center (PIKM) so that the content provided is in accordance with the character of adolescents and is effective for adolescents.

PIKM Larashati continues to improve the quality and quantity of content, especially in conducting health promotions, particularly in preventing risky behavior in adolescents. PIKM larashati can spread information IG account in collaboration with Counseling Guidance Teachers in schools.

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