

Pemanfaatan media sosial untuk pencarian dan komunikasi informasi kesehatan

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Abstrak

ABSTRAK

This study aims to determine the utilization of social media based on the framework of health information seeking behavior and information dissemination. Data collection method. The study used survey with social media users as population by using nonprobability sampling. Analysis data. The survey data was processed by using SPSS program for further descriptive analysis. Results and discussions. Our results showed that social media users were dominated by female (age range 45-50 years old) with married as their status. Their highest level of education was D4 (Diploma) and S1 (undergraduate). They used WhatsApp (85.8%), YouTube (84.9%), Wikipedia (84%), Facebook (80.5%), Blogger (73.4%), Instagram (64.6%), Google (61%), and Wordpress (58.4%). The reasons for seeking health information through media were several facilities such to share, to give comment, to create conversation, to tag topics, and to upload photos. Other reasons were all of my friends use it, the display is convenient to use, and have notifications. Conclusions. Our results concludes that patterns of social media use was active seeking information related to health with less sharing information to others.