



Health promotion and premarital education for Adolescents on Instagram @siapnikah_official

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ABSTRACT

Adolescent reproductive health and marriage readiness remains a significant issue in Indonesia, where one in nine girls marry before the age of 18, often with adverse health, social and educational impacts. To address these challenges, innovative approaches are needed, including the use of social media to provide easily accessible premarital education and health promotion. This research examines the role of the Instagram account @siapnikah_official in improving adolescent health literacy and preparing young individuals for marriage through digital engagement. This research aims to explore how @siapnikah_official provides premarital education, engages its audience, and promotes health awareness among teenagers. Using a qualitative descriptive methodology, this study collected data through in-depth interviews and content analysis of the account's posts, stories, and interactive features. The findings show that @siapnikah_official effectively uses Instagram features to disseminate important health information, encourage interactive learning, and promote positive behavior change. The use of visually appealing content, easy-to-understand stories, and active audience engagement strategies have contributed significantly to its success in addressing issues such as early marriage and reproductive health literacy. However, challenges remain, particularly in measuring audience acceptance and assessing the long-term impact of its health promotion efforts. This study underscores the potential of digital platforms as tools for strategic health communication and adolescent education. This study highlights the importance of integrating social media into public health initiatives to address pressing social issues, paving the way for further research on optimizing digital interventions for sustainable outcomes.

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1. Introduction

Indonesia faces various challenges in reproductive health and marriage readiness among adolescents. According to data from the National Socio-Economic Survey by the Central Statistics Indonesia or Badan Pusat Statistik Indonesia approximately 1 in 9 girls in Indonesia marries before



the age of 18. The high rate of child marriage significantly impacts their health, education, and well-being (Statistik, 2023). Recent data show that 19% of boys marry at the age of 16–18, while 2% marry below the age of 16. Additionally, 44% of women give birth before the age of 21 (Statistik, 2023).

One of the causes of early marriage is unintended pregnancy. The 2017 Indonesian Adolescent Reproductive Health Survey revealed that 8% of male adolescents and 2% of female adolescents had engaged in premarital sexual activity. The primary reasons for this behavior were "being in love" and "curiosity." The survey also indicated that approximately 12% of adolescent girls and 7% of adolescent boys reported experiencing or causing unintended pregnancies (Saparini et al., 2023).

Early marriage is often undertaken without adequate emotional maturity, leading to confusion and stress in navigating household challenges. These findings further strengthen the argument that early marriage has adverse effects, not only on the couples themselves but also on their families, communities, and children (Fadilah, 2021).

The lack of mental readiness for marriage among prospective spouses is a significant factor affecting family resilience (Nekliudov, 2020). Additionally, economic factors are a leading cause of family conflict. Low educational levels, limited understanding of marital and family law, and a lack of awareness to pursue self-development are key factors influencing the management and sustainability of family life (Reiff, 2020).

Divorce cases in Indonesia have become a serious concern. Although the divorce rate decreased in 2023, the number of divorces in the past three years was the highest in the last decade. In 2022, there were 443,718 divorce cases, which dropped to 391,296 in 2023. An analysis of the causes of divorce indicates that persistent disputes and arguments remain the primary reasons for cases. Economic factors also play a significant role, followed by issues such as domestic violence and drug abuse (Indonesia, 2024).



Fig. 1. Causes of Divorce Cases in Indonesia
Source: Indonesia (2024)

Therefore, Communication, Information, and Education in premarital counseling is necessary for prospective spouses. Health promotion regarding premarital preparation should be conducted extensively to address potential issues arising from a lack of understanding (Sutrisno & Melinda, 2021). Health promotion serves as a proactive measure to enhance public awareness of health issues, including reproductive health and healthy marriage practices. Research has shown that premarital counseling is effective in equipping individuals with the necessary tools to build a family (Basri & Zulfadhli, 2023).

Health promotion aims to influence a broad audience by providing information that can help modify behavior (Sabri & Adiprabowo, 2023). By utilizing various communication media and the internet, health promotion can increase awareness and knowledge about health issues, problems, risks, and solutions. Ultimately, the goal is to improve public health outcomes (Suteja et al., 2022). According to the researcher's observations, educational content related to premarital information and promotion is still rarely found on social media.

The National Population and Family Planning Board or Badan Kependudukan dan Keluarga Berencana Nasional (BKKBN) focuses on marriage readiness, recommending a minimum marriage age of 25 years for men and 21 years for women while promoting contraceptive use. To support this readiness, BKKBN launched the Family Readiness Index, accessible through www.siap-nikah.id since 2019, which was expanded into a one-stop solution in 2020 with the launch of www.siapnikah.org. Furthermore, the Instagram account @siapnikah_official was created to provide information on reproductive health, mental readiness, and essential skills required in marriage.

Together with the Directorate of Adolescent Resilience of BKKBN, the Instagram account @siapnikah_official aims to provide accessible information on reproductive health, mental preparedness, and basic skills for marriage. Through this platform, BKKBN hopes to reduce early marriage rates and improve marriage readiness among adolescents. The content, supported by experts and professionals, covers topics such as communication in relationships, financial planning, reproductive health, and online premarital consultations.

In the digital era, social media has become a primary platform for adolescents to seek information, including on health-related topics. According to a report by We Are Social & Hootsuite (2024), 85.3% of Indonesia's population are Instagram users, making it a potential platform for disseminating information to adolescents. Instagram's visual and interactive characteristics allow health content to be presented in an engaging and easily understood manner. Infographics, images, and short interactive videos are effective ways to deliver health information to adolescents (Riyanto, 2024a, 2024b).

Sari & Basit (2020) noted that Instagram is increasingly being utilized as a medium for delivering health education and information. Their research showed that Instagram's easy access makes it a primary source for new parents seeking parenting information (Sari & Basit, 2020). This finding underscores Instagram's role as a promotional medium, particularly for health promotion. The platform can be used to disseminate public health information, correct misinformation, and reach a wider audience (Seltzer et al., 2017).

Based on the background presented, this study aims to examine how health promotion and premarital education are delivered to adolescents through the Instagram account @siapnikah_official. The researcher conducted a qualitative-descriptive analysis of the account, which actively provides health information targeting premarital adolescents. This study, titled Health Promotion and Premarital Education for Adolescents on Instagram @siapnikah_official is expected to contribute both academically and practically to the importance of using social media, particularly Instagram, in health promotion.

2. Method

This study adopts a qualitative approach, involving the collection of primary and secondary data through interviews, communication content, observations, documentation, and other sources (Rahardjo, 2017). This approach was chosen to explore the use of Instagram @siapnikah_official as a medium for premarital health promotion targeting adolescents. The study is descriptive, aiming to provide a systematic, factual, and accurate depiction to address the research questions.

Primary data were obtained through in-depth interviews with representatives from BKKBN, Genre Indonesia, and followers of the Instagram account. These interviews, conducted online for 60 minutes, were transcribed and analyzed using coding to relate the findings to health promotion theories and secondary data. Secondary data included content analysis of Instagram @siapnikah_official, categorized based on the content categorization framework proposed by Ginsberg.

The study employs Ginsberg's content categorization framework to systematically analyze the communication content shared on Instagram @siapnikah_official. This framework is instrumental in structuring and evaluating diverse types of content to ensure validity and reliability, as suggested by . The rationale for adopting Ginsberg's framework lies in its capacity to provide a clear and organized approach to examining how specific messages are crafted and disseminated, aligning closely with the study's objectives (Ginsberg, 2018).

The primary research goal is to explore the role of Instagram @siapnikah_official in promoting premarital health literacy among adolescents. Ginsberg's framework facilitates this by categorizing the account's content into meaningful themes and patterns, thereby allowing the researcher to

assess the effectiveness of health communication strategies employed by the platform. For example, posts, stories, and interactive features are systematically evaluated to determine how they engage the target audience and address critical issues such as early marriage and reproductive health (Clark-Ginsberg et al., 2018).

By applying Ginsberg's framework, the study bridges theoretical concepts in health communication with practical applications on digital platforms. This alignment enhances the analysis of how Instagram's communication features contribute to behavior change and knowledge improvement among adolescents (Junghänel et al., 2022). The systematic evaluation supported by the framework ensures that the findings are robust, contextualized, and relevant to the broader goals of improving adolescent health outcomes and leveraging social media for strategic health promotion.

Through this analysis, the researcher systematically evaluated the communication content to ensure validity and reliability (Eriyanto, 2015). Additional secondary data were derived from literature studies that identified research gaps and explained various definitions related to health communication concepts and the use of Instagram for health promotion. Observations and the researcher's firsthand experiences were also utilized as supplementary data, supported by information from direct observations and online sources.

3. Result and Discussion

According to the Ottawa Charter from the International Conference on Health Promotion in Canada in 1986, health promotion is a process that enables individuals to improve their own health conditions. The Victoria Health Foundation in 1997 defined health promotion as a program aimed at changing public health behaviors and their environment. Thus, health promotion serves to disseminate health messages that can be accepted by society and encourage positive behavioral changes. Health promotion strategies include advocacy, social support, and community empowerment (Suteja et al., 2022).

Since 2019, Siap Nikah has become a platform focused on education, consultation, and tools to measure marriage readiness in Indonesia. This platform aims to provide reliable information for prospective couples. With educational resources, measurement tools, and free counseling services that maintain confidentiality, Siap Nikah is committed to building quality, peaceful, independent, and happy families, as well as helping couples prepare for marriage thoughtfully.

The Indonesian Internet Service Providers Association announced that the number of internet users in Indonesia in 2024 reached 221,563,479 out of a total population of 278,696,200 in 2023 (Madrim, 2024). According to the 2024 Indonesian Internet Penetration Survey released that the

internet penetration rate in Indonesia reached 79.5%, an increase of 1.4% compared to the previous period (APJII, 2024).

This technological development requires society to continuously respond to changes in the communication field, accompanied by social changes, such as shifts in communication patterns (Muljono et al., 2017). This has led to a shift from traditional media (such as newspapers, magazines, and television) to new media, such as social media, which has also transformed trends in promotional activities (George & Belch, 2017). Promotion plays not only a role in providing information to the public but also aims to change behaviors and opinions, especially with the massive use of social media in society (Holiday et al., 2021). The advent of social media responds to the public's need for convenience in disseminating information, including in health, where social media can be used to deliver health messages to the public (Rahmawati, 2018).



Fig. 2. Profile of Instagram Account @siapnikah_official

Source: Instagram @siapnikah_official (2024)

The Instagram account @siapnikah_official was created in May 2020 and currently has nearly 19.2 thousand followers (as of October 2024) with over 500 posts. With the tagline "Siap Nikah Agar Keluarga Bahagia dan Bebas Stunting" ("Ready to Marry for a Happy and Stunting-Free Family"), the account's bio reads: "A place for you to learn from pre-marriage to having teenage children."

The use of Instagram as a health promotion medium is supported by several previous studies. Research by Malik et al., (2021) shows that using Instagram for health communication is essential, especially in raising health awareness during crises. During the pandemic, Instagram proved helpful for health organizations in educating and raising public awareness about COVID-19 (Malik et al., 2021). Another research talked about the use of Instagram Live for COVID-19 education and also highlighted Instagram as an educational media solution with easy access and low cost for the public (Herbawani et al., 2021).

Instagram facilitates the delivery of health messages to the public through various features. Based on the research, health messages from the Halodoc and Alodokter accounts on Instagram received largely positive responses from their followers, reinforcing Instagram's role in health

communication, which can support health cadres or organizations in providing accurate information (Kassa et al., 2020).

Another study on the use of Instagram by the @premature.indonesia account for health promotion and premature birth prevention shows the benefits of key Instagram features such as direct messages, captions, insights, stories, live broadcasts, and hashtags. The various health education content on this account facilitates interaction with its followers, further reinforcing Instagram as an effective health promotion medium because it can reach the target audience, such as parents of premature babies (Suteja et al., 2022).

Health Promotion and Premarital Education for Adolescents on Instagram @siapnikah_official

In conducting promotions, presenting content regularly through persuasive messages is considered effective in attracting the audience's attention. Instagram not only serves as a platform for entertainment but also as an effective promotional tool. The success of promotions via Instagram heavily relies on the ability to maximize various features available on the platform (Puspitarini & Nuraeni, 2019). In this study, Instagram features are optimized for premarital health promotion targeting adolescents.

The first feature utilized by the Instagram account @siapnikah_official is direct message, which allows direct interaction with followers and the general public. Interaction on Instagram can help communities educate society, although this is influenced by the culture or user style, their intensity of usage, and their trust in the source of information. This statement aligns with the findings of Rahmawati (2018), who showed that audience acceptance of health messages through social media is influenced by the clarity of the information and the credibility of the source. Each social media platform has its unique characteristics and audience segmentation, tailored to specific needs and trends. Therefore, the use of Instagram in this context aims to meet the needs of the audience (Rahmawati, 2018).

In addition to direct messages, the account also utilizes other features such as questions, polling, Reels, and Instagram Live. These features enable health promotion messages to be delivered in an engaging and interactive format, fostering two-way communication with followers. These features not only enrich the audience's experience but also increase their participation in discussions and education related to important premarital topics. It is hoped that these efforts will have a greater impact in raising awareness and understanding among adolescents regarding health and premarital preparations.



Fig. 3. Program "Obrolan Malam Jumat" (OMG)

Source: Instagram @siapnikah_official (2024)

The "Obrolan Malam Jumat" (OMG) program on the Siap Nikah Instagram account, launched in September 2024, utilizes the Instagram Live feature to deliver various premarital preparation topics for adolescents every Thursday evening. Each episode features competent speakers aligned with the discussed theme, providing practical and relevant premarital education for adolescents preparing for marriage.

To broaden its reach, Siap Nikah collaborates with Indonesia's Genre Ambassadors as moderators, allowing Genre Ambassadors across Indonesia to participate, disseminate information to their peers, and raise awareness among adolescents—primarily teenagers and unmarried individuals—of the importance of premarital preparation. Through Siap Nikah, BKKBN addresses themes tailored to premarital needs, such as managing potential conflicts with in-laws, premarital habits, financial management, pregnancy spacing, pregnancy and childbirth preparation, division of household roles, and understanding a partner's emotions. These topics are updated weekly to align with the adolescents' needs for comprehensive premarital understanding.

This approach is highly relevant, given that most adolescents are active on Instagram. It is expected that premarital health education provided through the Siap Nikah account will be well-received, especially by unmarried adolescent followers. One follower of Siap Nikah, who is planning to get married, expressed that the account has helped her gain awareness of the importance of seeking information and education about premarital preparation. Interactive programs like "Obrolan Malam Jumat" (OMG) offer opportunities to delve deeper into crucial topics. With engaging discussion formats and experienced speakers, OMG aids in understanding various aspects of premarital preparation, making followers feel more ready and confident in preparing for marriage. This program is conducted live on Instagram Siap Nikah every two weeks and consists of 10 episodes. Currently, three live episodes have been completed.

#SiapNikah #BKKBN #LayananKesehatan
#MenikahKetikaSiapNikah #KesehatanMental

Fig. 4. Hashtags Used in Siap Nikah Posts

Source: Instagram @siapnikah_official (2024)

Moreover, the use of hashtags is crucial for segmenting the presented content, allowing Instagram users to easily access specific photos or videos categorized according to their needs (Atmoko & Rahadi, 2021). To effectively reach the target audience, every content post on the @siapnikah_official Instagram account is consistently accompanied by mandatory hashtags, such as #MenikahKetikaSiapNikah, along with other hashtags relevant to the content theme. This use of hashtags also makes it easier for followers to search for the information they need. The accessibility and features capable of reaching a broad audience are among Instagram's advantages (Atmoko & Rahadi, 2021). With 19.2 thousand followers, it is evident that the community faces minimal challenges in utilizing the @siapnikah_official account. Instagram Story features are also used to engage followers. Nugraheni & Widyaningrum (2018) noted that hashtag utilization helps uploaded content appear on popular pages, enabling the @siapnikah_official account to gain traction (Nugraheni & Widyaningrum, 2018).

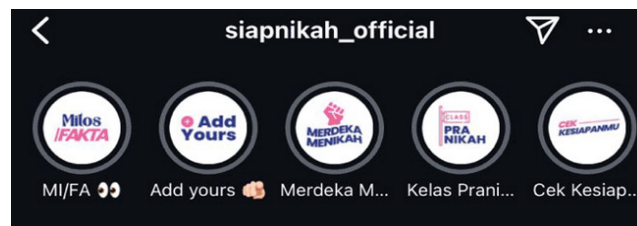


Fig. 5. Instagram Highlights on Siap Nikah

Source: Instagram @siapnikah_official (2024)

Additionally, the Instagram Story feature allows photos or videos to remain visible for 24 hours after being uploaded. However, the Instagram Story Highlights feature (see Figure 2.3) allows followers to revisit expired stories, providing more permanent access to information. Content categorization is another critical step. In this study, researchers employed qualitative content analysis to examine the categorization of content on the Instagram account @siapnikah_official. The first category in content analysis is product, referring to the product or content offered to the audience (K. Ginsberg, 2015). In this case, the intended audience comprises the followers of the Instagram account @siapnikah_official.

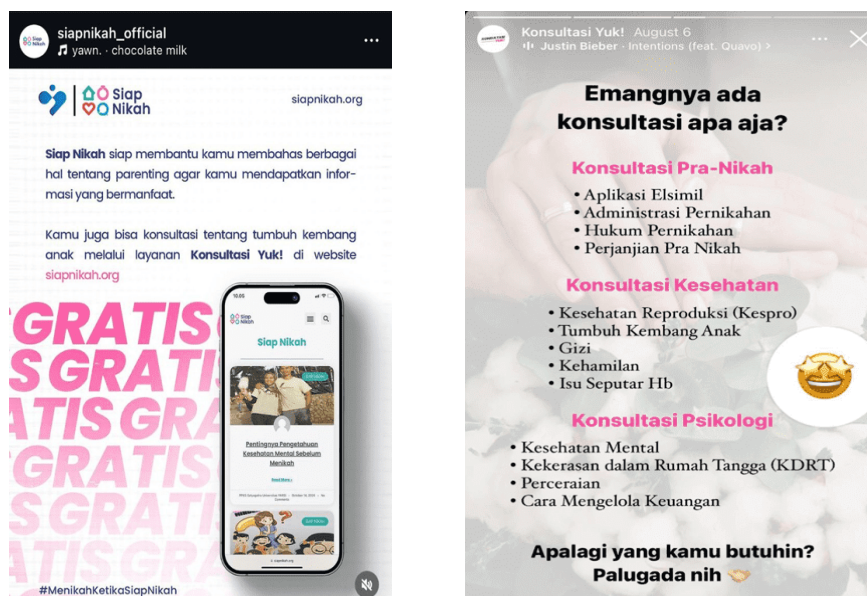


Fig. 6. Products Featured on the Instagram Account @siapnikah_official

Source: Instagram @siapnikah_official (2024)

The primary content displayed on this account focuses on promoting premarital health for adolescents. According to BKKBN, adolescents are defined as individuals aged 10 to 24 years who are not yet married. In this context, the Instagram account Siap Nikah aims to provide relevant and beneficial information for adolescents within this age range. Content containing information and educational material for unmarried adolescents is uploaded regularly and repetitively. This approach ensures that health messages can reach a broader audience and provide a deeper understanding of the importance of premarital preparation. Topics covered include reproductive health, financial management in marriage, and strategies for resolving family conflicts.

The free consultation program offered by Siap Nikah has become one of its flagship initiatives, intensively promoted to adolescents. Through this program, adolescents can ask questions and receive information tailored to their needs regarding premarital preparation. Each post on this Instagram account includes a link to the website siapnikah.org, which encourages Instagram followers to engage in direct consultations and gain further information about premarital matters. By providing easy access to this resource, Siap Nikah strives to empower adolescents to make better-informed decisions regarding the steps they need to take before entering marriage. This is illustrated in Figure 3.5, through this approach, it is hoped that adolescents will feel more prepared and confident in planning their future and understanding the importance of appropriate education and consultation during the premarital phase.



Fig. 7. Categorization of Person and Product on the Instagram Account @siapnikah_official

Source: Instagram @siapnikah_official (2024)

Content analysis also examines the aspects of person and product, referring to individuals and products showcased in the content (K. Ginsberg, 2015). As shown in Figure 3.6, the Instagram account @siapnikah_official features young couples in visually appealing and brightly designed content, using bold fonts to highlight discussed topics. The choice of colors and engaging visual elements is intended to enhance the audience's attraction and interaction as they swipe through the displayed content. Attractive designs not only serve to capture users' attention but also aim to convey messages more effectively. When content is presented aesthetically, audiences tend to be more engaged and more likely to pay attention to the conveyed information. By utilizing bright and appealing visual elements, this account strives to create a pleasant experience for its followers while simultaneously facilitating a better understanding of the premarital topics presented. Additionally, by featuring relatable young couples, the content seeks to establish an emotional connection with the audience. This approach helps make the delivered information feel more relevant and acceptable, encouraging adolescents to engage more actively with the content. High interaction levels are essential for raising awareness and understanding among adolescents about premarital preparation issues, motivating them to take positive steps toward readiness before entering marriage.



Fig. 8. Categorization of People and Product on the Instagram Account @siapnikah_official

Source: Instagram @siapnikah_official (2024)

Another categorization in the content analysis relates to people and product, which refers to content featuring multiple individuals in the promotion of a product or topic (K. Ginsberg, 2015). The Siap Nikah Official account specifically targets adolescents, particularly those who are unmarried. In this context, content uploaded to the Instagram account @siapnikah_official frequently showcases photos and videos of interactions among teenagers discussing and dialoguing about premarital topics.

As shown in Figure 3.7, one instance highlights a teenager in a public setting asking another teenager questions about mental and reproductive health. This content not only reflects Siap Nikah Official's efforts to engage its audience online but also underscores the importance of direct interaction to better understand teenagers' perspectives and needs regarding premarital preparation. This approach proves highly effective in creating two-way communication between the account and its audience, enriching teenagers' understanding of crucial issues related to health and premarital preparation.

By prioritizing direct interaction, the account gathers deeper insights into the challenges and concerns adolescents face regarding premarital life. This dialogue allows the information shared to be tailored to the real needs and contexts experienced by the audience. This approach aims to facilitate a better understanding and encourage positive actions among adolescents, making them feel more prepared and informed as they take steps toward marriage.

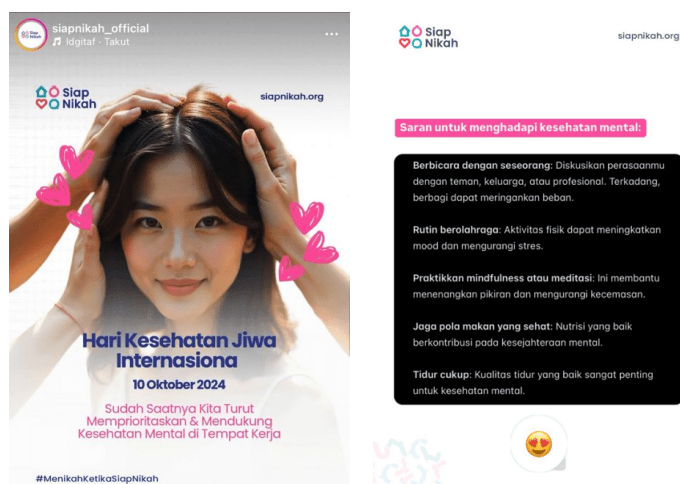


Fig. 9. Categorization of World Event – International Mental Health Day on the Instagram Account @siapnikah_official

Source: Instagram @siapnikah_official (2024)

The world events category in content analysis emphasizes responsiveness to current, widely-discussed issues (K. Ginsberg, 2015). Content on the Instagram account @siapnikah_official is tailored to specific monthly themes to enhance its relevance to important events or observances, attracting more attention and engagement from its audience.

For example, in October 2024, in observance of International Mental Health Day, the theme of the content was focused on mental health in the context of marriage. The content on this account included various information, advice, and practical tips aimed at supporting the mental well-being of couples navigating married life. As illustrated in Figure 3.8, one post invited followers to actively participate by sharing their experiences and advice on addressing mental health challenges commonly faced in marriage. This approach aims not only to increase platform engagement but also to create a supportive environment for couples dealing with psychological issues that can significantly affect relationship quality. Through this strategy, @siapnikah_official aspires to foster a closer relationship with its audience, encouraging greater awareness of mental health as a crucial component in maintaining marital harmony.



Fig. 10. Categorization of Tips on the Instagram Account @siapnikah_official
Source: Instagram @siapnikah_official (2024)

In content analysis, the recipes/tips category is among the most popular, comprising practical tips or guides that provide immediate value to the audience (K. Ginsberg, 2015). On @siapnikah_official, this category features a range of premarital tips specifically aimed at adolescents. A frequently highlighted topic is financial tips, as seen in Figure 3.9. These poster-style posts serve as an educational tool to introduce key financial planning concepts, helping prospective couples prepare for financial stability as the foundation for a healthy family.

In addition to financial tips, the account also features various other tips, such as parenting tips, mental health strategies, and guidance on building effective communication in marriage. These efforts aim to provide a holistic perspective on marriage preparation, addressing psychological, emotional, and social aspects essential for long-term relationships. By presenting visually appealing and easily understandable content, @siapnikah_official builds a supportive digital community where prospective couples can learn and share experiences, enhancing their readiness for the next stage of life.



Fig. 11. Example of Educational Content on the Instagram Account @siapnikah_official

Source: Instagram @siapnikah_official (2024)

The Instagram account @siapnikah_official consistently educates the public by presenting engaging content designed to reach a broader audience. For example, Figure 3.10 illustrates educational content about parenting, emphasizing nurturing children with warmth, loving relationships, and the importance of maintaining mental health within the family. Research by Tari & Rahmayanti (2019) shows that platforms like Instagram are highly effective in disseminating health information to the public (Tari & Rahmayanti, 2019). Accessible and cost-effective, Instagram's visual content (photos and videos) enhances audience engagement and understanding. By incorporating such educational approaches, @siapnikah_official seeks to create an enjoyable and easy-to-understand learning experience. This allows the audience to gain not just theoretical knowledge but also practical examples that can be applied in daily life.



Fig. 12. Categorization of Campaigns with No Product on the Instagram Account @siapnikah_official

Source: Instagram @siapnikah_official (2024)

The campaign with no product category includes content that does not promote a specific product or service (K. Ginsberg, 2015). Despite focusing on educating adolescents about marriage preparation, @siapnikah_official adopts this approach to cater to a diverse audience (Rahmawati,

2018). For instance, as shown in Figure 3.11, one post simply celebrates Youth Pledge Day in Indonesia. Similar posts often commemorate major religious or national holidays, aiming to boost engagement and foster a sense of community.

Such content serves to create a closer bond with the audience, demonstrating that @siapnikah_official values cultural and social moments beyond marriage-specific topics. By appreciating significant events, the account strengthens its relationship with followers while broadening the positive impact of its educational campaigns.



Fig. 13. Categorization of User-Generated Content on the Instagram Account @siapnikah_official

Source: Instagram @siapnikah_official (2024)

This study also examines the category of user-generated content, specifically how the account interacts with consumers or audiences through content created by users. This interaction can take place through reposting original content from social media followers or by providing interactive spaces through various features, such as polling, comments, and question features to gather input from the audience (K. Ginsberg, 2015).

For example, Figure 3.12 illustrates a post where @siapnikah_official utilizes the question feature to engage with and collect direct feedback from its followers. Research by Malik et al., (2021) indicates that efforts to educate and raise public awareness through platforms like Instagram play a crucial role in building mutual understanding (Malik et al., 2021). Through user-generated content and interactive spaces, @siapnikah_official not only delivers one-way information but also fosters two-way communication that strengthens its connection with the audience.



Fig. 14. Categorization of Celebrities on the Instagram Account @siapnikah_official

Source: Instagram @siapnikah_official (2024)

The content analysis conducted by the researcher also examined the categorization of "regram from celebrities," referring to reposting content from public figures or influencers (K. Ginsberg, 2015). In this context, the Instagram account @siapnikah_official features content involving Meirika Maranatha, a young influencer in the Genre Indonesia movement known for actively discussing topics related to Genre Ambassadors.

The presence of credible figures is essential in delivering information, as audience acceptance is often influenced by their level of trust in the source. Credibility is comprised of two main components: expertise and trustworthiness. For example, when audiences recognize that they are receiving information from a doctor or an expert in a particular field, they tend to accept the information more readily (Jalaluddin Rakhmat, 1999). Conversely, if the source is perceived as lacking credibility or authority, audiences may feel skeptical and less receptive to the information presented, which can undermine the effectiveness of educational campaigns (Rakhmat, 2008).

By collaborating with highly credible public figures, @siapnikah_official aims to increase audience trust in its content. Reposts featuring Meirika Maranatha not only enhance content visibility but also contribute to building legitimacy and trust in the information conveyed. This approach can create a more significant impact in educating and influencing the audience, ensuring that messages are better received and have a more profound effect in raising awareness and understanding of critical issues, especially concerning marriage and family.

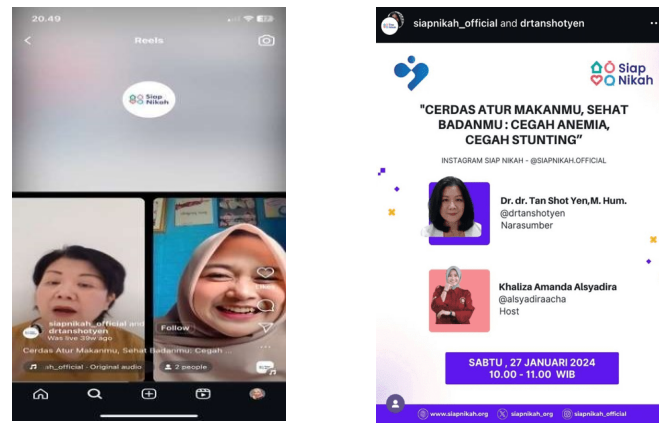


Fig. 15. Categorization of Videos on the Instagram Account @siapnikah_official

Source: Instagram @siapnikah_official (2024)

The final categorization in this study includes the integration of diverse content types, such as photos, posters, and videos (K. Ginsberg, 2015). As shown in Figure 3.14, the Instagram account @siapnikah_official features videos from Instagram Live sessions discussing topics like "Smart Cemetery Management," "Preventing Anemia," and "Preventing Stunting." In these videos, Genre Ambassador Khaliza interviews Dr. Tan Shot Yen, M.Hum, as a guest speaker. These videos are saved, allowing followers and the public to watch them later. According to Herbawani et al., (2021), using Instagram Live as a health communication tool provides an accessible and cost-effective educational medium. By leveraging Instagram's features and content categorization, Siap Nikah implements three comprehensive health promotion strategies: advocacy, social support, and community empowerment. Advocacy involves engaging policymakers. In this context, Siap Nikah is recognized by the government as an organization actively disseminating pre-marital health information through various media platforms (Herbawani et al., 2021).

The second strategy, social support, targets followers, primarily teenagers, ensuring they consistently receive accurate and credible information through engaging and interactive media. Social support also extends to helping parents of premature babies feel less isolated and provides guidance in monitoring their babies' health. The final strategy, community empowerment, focuses on consistent and educational information dissemination through Instagram. It is expected that teenagers will gain an understanding, become aware, and make independent decisions about pre-marital conditions. By integrating diverse content types and adopting a comprehensive approach, @siapnikah_official strives to make a significant impact in increasing public knowledge and awareness about health, especially concerning marriage and family. Based on the content analysis categorization, the content on the Instagram account @siapnikah_official aligns with the community's objectives. Siap Nikah targets teenagers as its primary followers, as confirmed through interviews with resource persons, and provides social support to them. The presence of Siap Nikah aims to serve as a health promotion platform and a source of information on pre-marital readiness for teenagers. Most of the content uploaded to the Instagram account consists of

educational materials and information related to pre-marital topics, designed to enhance teenagers' understanding and awareness of various aspects of marriage. With this strategy, Siap Nikah functions not only as an information provider but also as a supportive community, helping teenagers prepare physically, emotionally, and mentally for family life.

This study suggests several directions for future studies that could broaden the insights and scope of the study. One is to evaluate the effectiveness of other social media platforms, such as TikTok, YouTube or Facebook, in delivering health messages around premature infant care. This study could also compare the advantages of different platforms based on user characteristics and the level of interaction generated. In addition, it is important to examine the extent to which health campaigns through social media can influence changes in people's knowledge, attitudes and behaviors related to understanding and managing premature infant care. The adoption of innovative technologies such as artificial intelligence (AI) through chatbots or mobile apps could also be an alternative approach to deliver more personalized and interactive health education. Future research could also focus on specific audience groups, such as adolescent males, parents-to-be, or groups with specific socio-economic backgrounds, to understand their needs and preferences more deeply.

On the other hand, this study has some limitations that need to be noted. First, the study only focuses on the Instagram platform, so the results are not necessarily relevant for other social media with different features and characteristics. Second, the limited time of the study may cause changing trends in social media usage or new features that emerge after this study to not be represented. Third, the audiences involved have specific backgrounds, so the results may not reflect the entire population. Finally, this study did not directly measure the impact of health promotion on audience behavior change, so the effectiveness of the resulting content is more descriptive. Thus, further studies are needed to address these limitations and enrich a more comprehensive understanding.

4. Conclusion

Health promotion in Indonesia is increasingly adapting to technological advancements to conduct education and promotion related to the health of premature infants. This adaptation provides a solution to address the lack of health promotion in this field. Siap Nikah utilizes various key Instagram features, such as direct messages, captions, insights, stories, live sessions, and hashtags, to deliver diverse content, primarily focusing on educating audiences about the importance of marriage preparation from multiple perspectives. The use of Instagram's features enables Siap Nikah to interact with its followers, establishing itself as a health promotion medium, particularly for teenagers as the primary target audience. In addition to its ability to adapt to technology, Siap Nikah has successfully implemented effective health promotion strategies through

social media. However, it is important to leverage multiple social media platforms to maximize the achievement of health promotion goals, tailoring approaches to the characteristics of each platform. Future research is recommended to explore the effectiveness or audience reception of health promotion messages about premature infant care conveyed through social media.

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