

UTILIZATION AND RATIONALIZATION OF TIKTOK APPLICATION FOR HOSPITAL HEALTH PROMOTION DURING COVID-19 PANDEMIC

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Abstract:

In the limitations of people's movements during the Covid-19 Pandemic, the role of technology is increasingly important and has now changed the order of life. The Health Sector, in this case, the hospital, has made various adaptation efforts during the Pandemic, one of which is optimizing the use of digital media to convey health information, provide education, and communicate with the public. Many studies on social media There are few studies on the use of the TikTok application for hospital health promotion during the COVID-19 Pandemic. This study aimed to analyze the utilization and rationalization of TikTok applications for hospital health promotion during the COVID-19 Pandemic. Based on the results of searches conducted in Pubmed, SagePub, Sciencedirect, NCBI, Elsevier, and Scopus, a total of 400 articles were obtained, which then entered the elimination stage, resulting in 50 articles. In addition, the advantages of TikTok were found as a medium for hospital health promotion. TikTok, currently popular in Indonesia, can be a medium for Hospital Health Promotion during the COVID-19 Pandemic, which is quite ideal. This is due to popular culture that does not look at social strata so that it is easier to reach the wider community; further studies are needed, especially surveys related to content related to the types and characteristics of health promotion of various types of hospitals in Indonesia.

Keywords: Utilization and Rationalization, TikTok Application, Health Promotion, COVID-19 Pandemic Hospital

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INTRODUCTION

Covid-19 has become a world health problem. WHO officially declared it a pandemic on March 11, 2020. Globally, up to April 15, 2020, confirmed cases reached 1,991,275 cases spread across 205 countries and two international transportation, with 127,147 deaths. The extent of information about this disease accompanies the large number of cases of Covid-19. However, there is still a lot of disinformation and misinformation in society, leading to excessive panic and refusal to follow government recommendations. There are hundreds of Covid-19 referral hospitals in Indonesia, both government and private. All of these hospitals have implemented health protocols following the instructions of the ministry of health. This protocol refers to the standards set by the WHO for screening or screening patients with symptoms of Covid-19 and the separation of the treatment area for corona patients from general patients (Adi Putra, 2020). One of the countries affected by the COVID-19 Pandemic is Indonesia. Based on data from the COVID-19 Handling Task Force (2020), the number of cases that occurred was 463,006 and spread across 34 provinces as of November 14, 2020. This poses the biggest challenge to the public health system. In this

Pandemic, information and communication technology is developing very rapidly, which has significantly changed human life.

The development of technology and information impacts various sectors of life. The economic, social, cultural, health, financial, and education sectors have also adapted to technological and information developments. With the limited movement of people during the Covid 19 Pandemic, the role of technology has become increasingly important and has now changed the order of life. The Health Sector, in this case, hospitals, is making various adaptation efforts during the Pandemic, one of which is by optimizing the use of digital media to convey health information, provide education, and communicate with the public. A hospital is a health service institution that organizes complete individual health services that provide inpatient, outpatient, and emergency services. Hospitals must organize hospital health promotion (PKRS) following the Regulation of the Minister of Health of the Republic of Indonesia Number 44 of 2018 concerning the Implementation of Health Promotion. Health promotion is empowering the community through activities to inform, influence, and assist the community to play an active role in encouraging behavior and environmental changes and maintaining and improving health towards optimal health status. Health promotion involves health, equality, independence, integration, and sustainability. Hospitals carry out health promotion to the public, namely patients, patient families, hospital human resources, hospital visitors, and the community around the hospital (Ministry of Health, 2018).

The massive use of the Internet marks the development of ICT. Internet users continue to experience growth. The United Nations (UN) reports that the growth rate of people in the world increases by 1 percent every year, followed by the growth of internet users. We Are Social in 2020 stated that the number of internet users in Indonesia was 175.4 million, an increase of 17% or 25 million. Indonesia's total population of 272.1 million people, 64% of Indonesia's population or more than half of Indonesia's population, have used the Internet. Types of cellphone use activity services by Indonesian people are chatting with 89.35%, followed by watching videos with 95%, playing games

83%, 61% banking transactions, 89% using a map service, and the rest are other internet activities. (Prihantoro and Ohorella, 2020; Hootsuite, 2020). One of the applications that have received the attention of people in the world, including Indonesia, is the TikTok application, which is a new social media application used by the community to create and upload game videos with easy-to-use special effects (Deriyanto & Qorib, 2018; Sugawara et al., 2020; Nuranisa, 2020). Many studies on social media have been conducted during the health crisis of the COVID-19 Pandemic; these studies are generally around the topic; of dissemination of health information (Abdoli & Heidarnejadi, 2020; Apuke & Omar, 2020; Barua et al., 2020; Islam et al., 2020; Kaya, 2020; Merchant & Lurie, 2020; Moran, 2020; Tsui et al., 2020), mental health (Gao et al., 2020; Lin et al., 2020; Nabity-Grover et al., 2020; Naeem, 2021; Zhong et al., 2021), sentiment on social media (Bhat et al., 2020; Chakraborty et al., 2020), as well as social support and pandemic management through social media (Carlos et al., 2020; Li & Zhang, 2020). There needs to be more research on using the TikTok application for hospital health promotion during the COVID-19 Pandemic. This study aims to analyze the Utilization and Rationalization of Using the TikTok Application for Health Promotion in Hospitals during the COVID-19 Pandemic.

METHOD

Search Strategy This review used a Systematic Review approach based on the Preferred reporting item guidelines for systematic reviews and meta-analyses (PRISMA). A systematic literature search was carried out in April-May 2022 across several databases, namely Pubmed,

SagePub, Sciencedirect, NCBI, Elsevier, and Scopus, with an article publication period of 2004-2021. The search strategy includes the following terms: "TikTok, Health Promotion, Hospitals, Pandemic, Covid 19" Inclusion Criteria The inclusion criteria consisted of articles reporting "TikTok, Health Promotion, Hospitals, Pandemic, Covid 19". Open access, full-text paper from 2004-2021, while the exclusion criteria are no data on results, cannot be accessed, not related to "TikTok, Health Promotion, Hospitals, Pandemic, Covid 19". Articles that did not meet the requirements for these criteria were excluded from the study; Study Selection Based on the results of searches conducted on Pubmed, SagePub, Sciencedirect, NCBI, Elsevier, and Scopus, a total of 400 articles were obtained which then entered the elimination stage resulting in 50 articles which were then included in the results of this review, Data extraction and processing Research that has been selected based on inclusion criteria The articles are reviewed based on abstracts and full-text for further analysis to look for similarities and differences in each study and then draw conclusions.

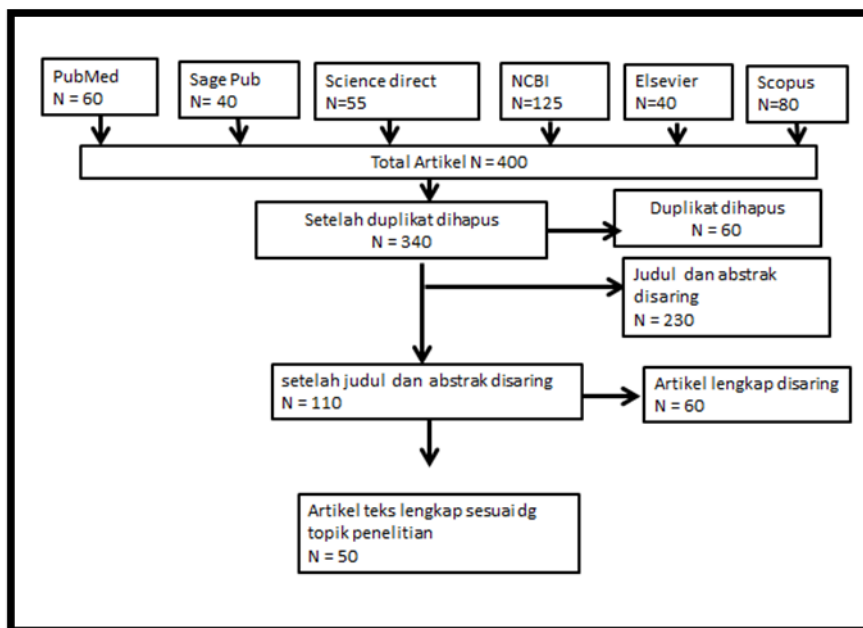


Figure 1. Search Results and Article Selection Process using the PRISMA method

RESULT AND DISCUSSION

Based on search results conducted on Pubmed, SagePub, Sciencedirect, NCBI, Elsevier, and Scopus, a total of 400 articles were obtained, which entered the elimination stage resulting in 50 articles then included in the results of this review. As a result, the Use of Cyber Space in Health Promotion and the Characteristics of the Types of Cyberspace Used in Health Promotion can be seen in table 1 and table 2.

Table 1. Use of Cyber Space in Health Promotion

Research Topics	Year	Researchers
The Urgency of Cyberspace Utilization In Health Promotion	2011	G.Bacigalupe
	2013	Linda J.Bergsma



	2016	Korda &Itani
	2016	Skinner et al
	2016	Rider et al.
	2017	Melzner
Types of Cyberspace Used Dalam Health Promotion	2008	K. Vance
	2013	H.J Oh et al.
	2016	E.A Fetrow
Disadvantages of Using Cyberspace in Health Promotion	2017	Jacobs et al.
	2011	C. Hason
	2017	M.Benigeri

Table 2. Characteristics of Types of Cyberspace Used in Health Promotion

<i>Types of Cyberspace</i>	<i>Characteristic</i>	<i>Researchers</i>
<i>Youtube</i>	<ol style="list-style-type: none"> 1. Viewed by many people (more than 100 million videos views/day) 2. <i>Youtube</i> has the power to influence people in society to make decisions related to health 	(Vance & al, 2008).
<i>Facebook</i>	<ol style="list-style-type: none"> 1. Millions of people use it daily to engage and interact with each other. 2. This media provides a direct and <i>private</i> way of conveying information. 3. today's audience widely uses Facebook to become the most popular social media 4. On <i>Facebook</i>, there is a positive and reciprocal relationship between fellow information seekers 	Oh & et al., 2013).
<i>Twitter</i>	<ol style="list-style-type: none"> 1. Twitter is the most popular <i>microblogging</i> site in the United States. 2. Very high reach among the younger generation. 3. Sending short messages is limited to 140 characters, making it easier for users to respond quickly and easily. 4. <i>Twitter</i> user activity is more dominant in terms of receiving, sending, or resending messages or information 5. The user's goal is student, college student, health teacher/lecturer, 	CDC,2011; Fettrow,2016

Blog	<p>and professional health (Fetrow,2016).</p> <ol style="list-style-type: none"> 1. <i>Blog</i> can be interpreted as writing on web applications. 2. this web can be used and searched by everyone who access based on the needs and needs and goals of the <i>bloggers</i> 	CDC, (2011).
Tik Tok	<ol style="list-style-type: none"> 1. TikTok attracts people's attention and has many features that can be implemented to prioritize the message conveyed 1. Reach many People 2. is relaxing and entertaining 1. has tremendous potential that surpasses the followers of other applications 	Nasution, Musthofa, Shaluhiyah,2021

Health Promotion Health promotion is considered an effort to improve health: to realize progress, to garner support, and to stimulate individuals and groups and the masses. According to Notoatmodjo (2007), health promotion is an effort to convey health information to the public in groups or individually. In carrying out health promotion, three types of targets are targeted, namely (1) primary/primary targets, (2) secondary/secondary targets, and (3) tertiary targets (Ginting & al, 2011). Health promotion is one of the health programs designed to create changes for the better, such as behavior improvements in social order and community organizations. There are several strategies needed in realizing health promotion: 1. Advocacy, the involvement of influential parties and policymakers in efforts to convey health information. 2. Social support, including health promotion, will be more accessible if various elements support these activities. This support consists of the support of formal and informal figures. 3. Empowerment community (empowerment community) is an effort from the community to maintain and improve their own health. This is done through a health counseling process (Rahadiana, 2012). Meanwhile, according to Emi, in 2018, the promotion

Health is an effort to motivate people to be willing and able to maintain and improve their health (Emy Leonita & Jalinus, 2018). Therefore, it was concluded that health promotion is an effort and effort in conveying messages related to health through advocacy strategies by utilizing the support of all elements and empowering the community so that they are aware and able to maintain and realize improvements in their health. However, in health communication, there are several obstacles, namely as follows: 1) relating to public education as communicants in health promotion activities; (2) culture; (3) community psychology (communicant) (Prasanti, 2018).

The Urgency of Utilizing Cyberspace in Health Promotion Cyberspace is also called cyberspace or mayantara; English: cyberspace), electronic media related to computerization that is utilized in the communication process, both one-way and two-way communication online (directly connected). This virtual world combines the workings of various communication and computerized technology equipment (sensors, transducers, connections, transmissions, processors, signals, controllers) capable of connecting to communication devices (computers, mobile phones, electronic instrumentation, and so on). etc.), resulting in the reciprocal dissemination of information throughout the world.

According to C. Ortega and Navas (2017), the use of technology in the form of social media can trigger an increase in public knowledge about disease prevention, utilization of health access, adherence to treatment, and participation in determining health decisions (Ortega & Navas, 2017). Then, using cyberspace media can increase social support and share support with others so that people consciously spontaneously share good things related to the changes in behavior to become healthy they experience (Linda J. Bergsma, 2004). Next, the use of cyberspace as a media for health promotion can realize increased public access to health messages and positive experiences (Bacigalupe, 2011), in the sense that the word through cyberspace or social media can complement the conventional health promotion methods that have been carried out so far. The virtual world component or social media is superior in terms of its broad reach and interactivity (Korda & Itani, 2013). In addition, according to Melzner (2014), health promotion using cyberspace can be accessed in the workplace, especially regarding employee occupational health (Melzner & Al, 2014).

Based on the research results, it was also explained that exciting things were found in the use of social media in efforts to prevent diseases, such as efforts to stop smoking through health sites and Twitter (Skinner & Et.al, 2006). It then increased adolescent knowledge about reproductive health through social media as a source of information (Rider & et al., 2016). Surya Wibowo's 2017 research found that there was indeed an influence on health promotion by uploading videos on social media on the knowledge of MSG users among homemakers (Wibowo & Suryani, 2017). Other social networking sites that many visits are the health web and Facebook as a place to find health information for the community (A. Andrizar & A. Arif, 2017). Next, through online media, the hospital clinic community health has succeeded in improving the image of the hospital in this way (Kristopher & Reicher, 2016). Besides that, the Bandung Adventist Hospital PRO has also used cyber activities to shape public opinion and attitudes toward the hospital (Irwansyah & Yuliati, 2016). From all the literature, it was found that using cyberspace in carrying out health promotion can contribute positively to the goals of health promotion that is carried out. In addition, the use of cyberspace can complement and improve conventional health promotion that has been done before. Therefore, as health professionals, they are expected to be able to collaborate conventional and non-conventional health promotion methods by integrating health promotion with cyberspace.

Utilization and Rationalization the Use of the TikTok Application for Hospital Health Promotion during the COVID-19 Pandemic in global coronavirus (COVID-19) pandemic, social media consumption has experienced a significant increase, one of which is the use of the TikTok application. TikTok has partnered with several international organizations and local parties to share health information, especially concerning coronavirus. This can be an opportunity for TikTok to be used as an educational medium with creative but informative content. The TikTok application gives its users the ability to use a variety of special effects, as well as background music from various well-known artists in various categories as well as other special effects that can be used instantly, so they can make the video exciting and have the strains of a song adapted to the situation in the video. This makes TikTok a means of providing fast and interesting information now, judging by the number of active TikTok users of 625 million (Suswinda, 2019). The advantages of TikTok for Hospital Health Promotion during the COVID-19 Pandemic:

- TikTok attracts the attention of the public and has many features that can be implemented to express the messages conveyed
- Equivalent to the development of maturity and experience from the TikTok application as well as the characteristics of society in the current era, which is the millennial generation that is attached and close to the digital world, especially gadgets

- Because connections are critical to building in a pandemic like this, and TikTok is one of the main ways to reach many people
- TikTok can be appropriately used in the utilization of information dissemination but is relaxed and entertaining
- TikTok has tremendous potential that goes beyond the followers of other apps

CONCLUSION

TikTok, currently popular in Indonesia, can be an ideal medium for promoting hospital health during the COVID-19 Pandemic. This is due to popular culture that does not look at social strata so that it is easier to reach the wider community; further studies are needed, especially surveys related to content related to the types and characteristics of health promotion of various types of hospitals in Indonesia.

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