

# The Role of Digital (Social Media) in Changing Clean and Healthy Living Behavior Among Urban Adolescents in South Minahasa Regency

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**Abstract:** Social media has become an integral part of adolescents' daily lives and plays a crucial role in shaping their lifestyles, including health-related behaviors. This study aims to analyze the role of social media in encouraging changes in clean and healthy living behavior (PHBS) among urban adolescents in South Minahasa Regency. A quantitative approach with a descriptive design was employed, and data were collected using questionnaires distributed to 100 adolescents residing in the Amurang and Tumpaan areas. The collected data were analyzed descriptively to identify the patterns of information access, the types of platforms used, and the impact of health-related content on adolescents' behavior. The findings indicate that 78% of respondents admitted to obtaining information about PHBS from social media platforms, with TikTok and Instagram being the most influential. Furthermore, 65% of respondents reported experiencing positive changes in personal hygiene practices, such as regular handwashing and maintaining oral health, as well as improvements in environmental hygiene, including waste management and household cleanliness. Social media health content that is visually engaging, short in duration, and easy to understand was perceived as more effective in influencing adolescents' daily practices. In addition, peer interaction within social media platforms was found to strengthen motivation and foster a sense of collective responsibility in adopting healthier behaviors. This study highlights that social media serves not only as a source of information but also as a medium of behavioral reinforcement among adolescents. However, the effectiveness of these platforms largely depends on the quality, relevance, and cultural suitability of the health messages delivered. Therefore, the conclusion of this study emphasizes the need for a more structured, engaging, and locally-based digital communication strategy to maximize the impact of social media as a health promotion tool.

**Keywords:** Adolescents; Clean; Healthy; Social Media; South Minahasa

## 1. Introduction

Digital transformation has brought significant changes in social interaction patterns and people's access to information, especially among adolescents. Social media not only serves as a means of communication, but also as a space for learning, entertainment, and the dissemination of values and culture. Adolescents, as a group that is very active in using digital technology, not only play the role of information consumers, but also as producers and distributors of digital messages that can influence the behavior of individuals and groups.

In the context of health, one of the important issues that arises is how social media shapes clean and healthy living behaviors (PHBS). These behaviors include daily habits such as washing hands with soap, maintaining environmental cleanliness, eating nutritious food, physical activity, and avoiding risky habits. Through digital-based health campaigns, messages about PHBS can be disseminated widely, quickly, and attractively, so that they have the potential to have a significant influence on adolescent behavior.

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South Minahasa Regency, especially in urban areas such as Amurang, has experienced significant growth in internet and social media penetration. This condition provides a great opportunity for the dissemination of health information through various digital platforms. However, the practice of PHBS among adolescents still faces challenges. Awareness of washing hands is still low, littering behavior is still often found, and sedentary lifestyles that are increasingly strengthened by the consumption of unproductive digital content are obstacles in itself.

This study aims to identify the social media platforms that have the most influence on adolescent PHBS behavior, analyze changes in PHBS behavior after exposure to digital health campaigns, and explain the role of social media in the process of socio-cultural change related to adolescent health behavior. The focus of this research is on adolescents in South Minahasa as the most vulnerable group exposed to positive and negative impacts of social media use.

The results of the research are expected to make a theoretical and practical contribution, both in the development of digital-based health communication strategies and in the formulation of regional policies that support the improvement of the quality of adolescent PHBS. Thus, social media is not only a means of entertainment, but can also be used as an instrument of positive socio-cultural transformation in improving the quality of health of the younger generation.

## **2. Proposed Method**

The type of research used in this study is descriptive quantitative, which aims to describe phenomena systematically and objectively based on data obtained in the field. The study population included adolescents aged 13–19 years living in urban areas of South Minahasa Regency, especially in Amurang and Tumpaan Districts. From this population, 100 respondents were selected as research samples using purposive sampling techniques, so that the selected respondents were completely in accordance with the predetermined research criteria.

The research instrument was in the form of an online questionnaire prepared using a Likert scale with a value range of 1 to 5 to measure the level of respondents' perceptions, attitudes, and behaviors related to the influence of social media on clean and healthy living behavior practices (PHBS). The collected data were then analyzed using descriptive statistics to find out an overview of adolescent behavior as well as simple correlation analysis with the help of SPSS software to identify the relationship between social media variables and changes in PHBS behavior in adolescents in the study area.

### 3. Results and Discussion

#### 3.1 Activity Results

##### 3.1.1 Characteristics of Respondents

This study involved 100 adolescents who lived in urban areas of South Minahasa Regency, especially in Amurang and Tumpaan Districts. The characteristics of the respondents are presented as follows:

**Table 1.** Characteristics of Respondents

Characteristics	Frequency	Percentage
Gender		
- Man	42	42 %
- Woman	58	58
Age		
- 13-15 Years	34	34 %
- 16-17 Years	45	45 %
- 18-19 Years	21	21 %
Education		
- SMP	30	30 %
- SMA/SMK	70	70 %

The majority of respondents were adolescent girls (58%) and aged 16–17 (45%). This shows that this age group is an active user of social media and is a strategic target for digital PHBS education.

##### 3.1.2 Exposure of PHBS Information through Social Media

As many as 78% of respondents stated that they obtained information about PHBS from social media. The most widely used platforms are:

**Table 2.** Exposure of PHBS Information through Social Media

Platform Media Sosial	User	Percentage
Tiktok	78	78 %
Instagram	64	64 %
Youtube	59	59 %
Whatsapp Grup	44	44 %
Facebook	28	28 %

TikTok occupies the first position as the social media that most influences the behavior of adolescent PHBS. This is supported by the high interest of adolescents in short video content and interactive features such as challenges and video duets that reinforce imitation of behavior.

##### 3.1.3 Exposure of PHBS Information through Social Media

Respondents mentioned positive behavioral changes after exposure to health content on social media. Details of the behavioral changes experienced include:

**Table 3.** Exposure of PHBS Information through Social Media

Types of PHBS Behavior	Changing Respondents	Percentage
Wash Hands with Soap	67	67 %
Dispose of Garbage in its place	52	52 %
Light exercise at home	49	49 %
Reduce Instant Food Consumption	36	36 %

Keeping the Room Environment Clean	28	58 %
Drink enough water every day	41	41 %

The most prominent changes occurred in the habits of washing hands, keeping the environment clean, and disposing of garbage in its place. Most respondents mentioned that this change occurred after following the health content they saw through TikTok and Instagram.

### 3.1.4 The Most Influential Social Media Content

The types of content most often cited by respondents as the cause of behavior change are:

- PHBS video challenges on TikTok (e.g. "7 Clean Days" or "PHBS Vlog" challenges).
- Infographics and educational videos on Instagram by health accounts (such as @sehatindonesia and @hidupsehat).
- A tutorial on personal hygiene and light workouts at home from YouTube.

As many as 81% of respondents said that video content with a light narrative and humor is easier to accept than content that is formal or too technical. They also tend to imitate the behavior of influencers or celebgrams they admire.

### 3.1.5 Correlation between Social Media Exposure and PHBS Changes

The results of the Pearson correlation test between the level of social media exposure and the PHBS behavior change score showed a value of  $r = 0.64$  with  $p < 0.01$ , which means that there is a significant and positive relationship between the two variables. The interpretation:

- The higher the frequency of exposure to PHBS content on social media,
- The more likely adolescents are to experience positive PHBS behavior changes.

## 3.2 Discussion

The results of this study reinforce the Social Learning theory from Bandura (2001), which states that individuals learn through observation and imitation of behavioral models, including those seen through the media. Teenagers who see figures or influencers implementing PHBS tend to be motivated to follow.

In the context of South Minahasa, social media is an effective tool to bridge health education with the lifestyle of modern adolescents. TikTok and Instagram are not only a means of entertainment, but also have great potential as a health promotion channel that is visual, fast, and interactive. However, the effectiveness of social media depends heavily on:

- Quality of the message conveyed (easy to understand, attractive, not patronizing),
- Trust in information sources (influencers, health workers, official agencies),
- Peer involvement, as group norms greatly influence adolescent behavior.

#### 4. Conclusions

This study shows that social media has an important role in encouraging changes in clean and healthy living behavior (PHBS) among urban adolescents in South Minahasa Regency. The majority of respondents accessed health information through platforms such as TikTok and Instagram, and experienced positive behavioral changes such as washing hands more diligently, maintaining environmental cleanliness, and starting to do light physical activities at home.

The main strength of social media lies in its ability to present educational content in a visual, concise, and interactive manner, which is easy for teenagers to understand and imitate. In addition, the involvement of peers and influencers also plays a role in shaping healthy behavior norms in the adolescent digital community.

#### 5. Suggestion

Based on the results of the study, there are several recommendations that can be made to increase the effectiveness of promoting clean and healthy living behaviors (PHBS) among adolescents. The Health Office together with the Health Center in South Minahasa need to collaborate with local content creators in producing health promotion content that is in accordance with the communication style of teenagers, so that the message is easier to receive and follow. In addition, schools can insert digital and social media-based health education programs into extracurricular activities and counseling guidance, so that adolescents gain health knowledge in a more interesting and relevant way. Another effort that is also important is to increase health digital literacy among adolescents so that they are able to sort out accurate information while avoiding health hoaxes. To reinforce the findings, further research can be conducted with a longitudinal approach or digital experiments, so that the effectiveness of social media campaigns against long-term behavioral change can be better measured.

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