

# ADOLESCENT REPRODUCTIVE HEALTH CAMPAIGN ON SOCIAL MEDIA

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# ADOLESCENT REPRODUCTIVE HEALTH CAMPAIGN ON SOCIAL MEDIA

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## ABSTRACT

Social media plays an important role in today's adolescent reproductive health campaigns. This media is the media most used by teenagers. Its interactive and attractive characteristics match the youth's soul. This article explores how reproductive health campaigns are carried out on social media, especially YouTube, Instagram, and TikTok. The main focus is (1) Who are the actors involved in the youth reproductive health campaign and (2) what is the message content of the campaign. The research was conducted using descriptive qualitative methods, with a pragmatic approach. The data was extracted using qualitative content analysis techniques, which were then analysed in a narrative manner. The research findings show that message producers are both individuals and institutions. Individual message creators consist of influencers and health practitioners. The institutions that take part are educational institutions, hospitals or health centres, non-governmental organizations, the health community, and the BKKBN. The campaign messages take various forms, following the social media platforms. Most of the campaigns on YouTube are carried out by institutions that display long videos containing education and consultation on reproductive and sexuality issues, as well as coverage of related events. The campaign on Instagram is also dominated by the institute, with messages in the form of photos and short videos. While on TikTok, campaigns are mostly carried out by individuals or influencers, with more attractive messages. Messages in the form of short videos on TikTok have received wide attention from netizens, which is reflected in the large number of related video views. In TikTok, sensitive messages such as sex before marriage are conveyed.

**Keywords:** Adolescent; Reproductive Health; Campaign; Social Media

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## INTRODUCTION

Based on data from the Central Bureau of Statistics (BPS) in 2020, the number of teenagers (ages 10-19) in Indonesia is 46 million people or about 17 percent of the total population of Indonesia (UNICEF, 2021). Adolescence is one of the important phases for development in the later stages of life. In general, teenagers have a high curiosity. Teenagers tend to want to explore everything and try everything that has never been experienced before. They want to try to do something that adults do, including those related to sexuality. In 1994, the International Conference on Population and Development (ICPD) assessed the importance of reproductive health issues for adolescents. In particular, the conference called on

countries to meet the educational and service needs of youth, so that they can respond positively and responsibly to sexuality (Chandra-Mouli et al., 2019).

Media is an important part of the reproductive health education program for adolescents. The media that misrepresents information will have dire negative effects (Fatimah et al., 2021). The unavailability of accurate and correct information about reproductive health forces adolescents to seek access and conduct their own exploration. Magazines, books, films, or the internet containing pornography that describes the pleasures of sex without teaching the responsibilities and risks that must be faced, become their main reference. As a result, teenagers who a few generations ago were still shy are now having sex at an

early age, namely 13-15 years (SABILI, 2008).

The presence of social media needs special attention, given its increasingly significant role. Social media users are growing very fast<sup>1</sup> Research from DataReportal shows that the number of Indonesian social media users reached 191.4 million in January 2022. This figure is an increase of 21 million or 12.6 percent from 2021. In a report titled Digital 2022: Indonesia, DataReportal explained that this figure is equivalent to 68.9 percent of total population in Indonesia. For comparison, the population in Indonesia now reaches 277.7 million as of January 2022 (Suara.com, 2022)

Social media presence is indeed attractive, because at least it has several advantages. First, interactivity. Scholars generally assume that internet-based communication allows for more interactivity when compared to the old media, especially print and broadcast media. In the context of media communication, interactivity refers to the degree to which audiences engage in two-way communication (Metzger, 2009). Interactivity allows audiences to participate more in mass communication. One of its manifestations is the trend of 'user generated content' in Web 2.0 applications, for example on YouTube, on where people are free to upload their own videos.

Second, the diversity of content and point of view. With the *user generated* model, the abundance of content on social media will not be matched by any media. Social media can be called a 'multimodal' communication channel, allowing almost unlimited amounts of text, video, or audio-based information to be spread and distributed to individuals, groups or organizations. Carroll et al., (2006) said the amount of information on the Web is estimated to reach 281 exabytes, the number of which will increase 10 times in the next five years. This abundance in the end also provides a variety of points of view for the audience.

Third, selectivity and control.<sup>6</sup> The combination of increased interactivity and diversity of content means audiences can be both more selective and have more control over the content of the media that hits them. Mass media audiences—or more accurately referred to as users, play a bigger role as gatekeepers, because they have many choices as recipients and are also able to filter, produce, and distribute information easily for themselves or others. Fourth, personalize the media experience. Just as users can adjust exposure to content using social media, media organizations can also use networked communication technologies to gather information about members of their audience and then tailor content to them personally. This technology is widely used by internet-based advertising industry players today. The unique behaviour of individuals, with certain technologies, will be easy to track. So that the interests or habits of the netter will be read. Information about this will be used as material to provide appropriate advertising for the individual concerned. The era of 'broadcasting' has shifted to 'narrowcasting' (Massey, 2004).

Fifth, media convergence. Media convergence illustrates the idea that technological boundaries between previously different forms of communication and media are blurred, as a result of digitization, video compression, broadband, and multimedia technologies<sup>2</sup> (Metzger, 2009). Social media has the ability to transmit messages through multiple modes (audio, visual, textual), as well as being able to send messages one-to-one, one-to-few, one-to-many, and many-to-many. Sixth, message structure. Newhagen and Rafaeli say that the main difference between traditional media and new media lies in the way in which messages are organized for audiences—in their terms as a linear structure. New media, according to him, presents more hypertextuality, where the degree of media narrative is received in a nonlinear versus linear way. Seventh, global reach<sup>8</sup> By being based on the Internet, the spread of social media penetrates the

boundaries of space and time. Geographical conditions are no longer a problem in message transmission. Even messages can be delivered simultaneously in real time (Metzger, 2009).

Research on social media and adolescent reproductive health focuses more on the use of social media by adolescents to obtain or share information about reproductive health. In Indonesia, for example, a group of researchers conducted a quantitative descriptive study on the use of social media as a source of reproductive health information by adolescents. With a population of high school students in the city of Jakarta, the study found that the majority of adolescents (more than 90 percent) used social media to seek information about reproductive health. The type of social media that is most widely accessed for this purpose is the website (36%) (Syam et al., 2021). A group of researchers at Padjadjaran University also explored how adolescents obtain and share information about reproductive health on social media in a communication model (Setianti et al., 2017). Meanwhile, research in Ghana also explains how the presence of social media has an influence on adolescent access to information on reproductive health issues. With a sample of 400 adolescents (aged 13-19 years), it was found that the majority of respondents shared sexual and reproductive health information about personal experiences with their friends through social media. WhatsApp is the most widely used medium to share information about reproductive health, followed by Facebook. Researchers also found that adolescents share a lot of SRH information on social media (Adzovie & Holm, 2020).

### RESEARCH METHOD

This study uses a qualitative design, with a pragmatic approach. This approach does not have a specific theoretical orientation, but rather is an attempt to answer a concrete problem in human life (Patton, 2014). The researcher uses an online ethnographic strategy, so that data

mining is carried out through content analysis or digital documentation studies. The data is taken from three social media, namely YouTube, Instagram, and TikTok, with the consideration that these three media are the most accessed by teenagers. The researcher uses narrative analysis to explain the qualitative data. The term narrative involves several things: a relationship among several parts, a sequence that forms a kind of plot, a selection that emphasizes which parts are more important and which are less important, and a special combination of time and place (Neuman, 2011).

### RESULTS AND DISCUSSIONS

This paper focuses on two questions: (1) who is the main actor in the adolescent reproductive health campaign on social media and (2) what are the main messages that are socialized in the reproductive health campaign. The social media observed were YouTube, Instagram, and TikTok, with consideration, the majority of teenagers use this media. TikTok users in Indonesia, for example, are dominated by generations Y and Z (Sindonews.com, 2020).

#### Adolescent Reproductive Health Campaign on YouTube

YouTube can be called the most popular social media platform for video sharing today. Until 2022, YouTube was ranked as the second most used social media platform worldwide (GMI, 2022). In Indonesia, in a report titled Digital 2022: Indonesia by DataReportal, YouTube even ranks first as the most used social media (Suara.com, 2022).

Youth reproductive health campaigns on YouTube are mostly carried out by institutions, such as health education institutions, hospitals, or NGOs. Indeed, there are several individual channels that discuss this theme, generally owned by doctors or midwives. The content is generally long (about an hour or so), according to the character of YouTube, so that the discussion becomes more complete.



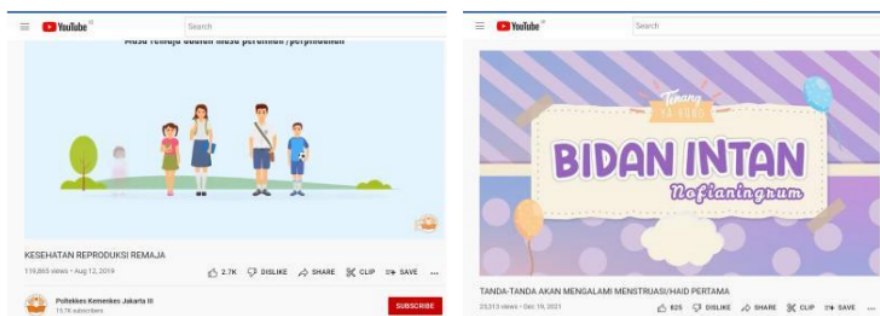


Figure 1: Screenshot of adolescent reproductive health on Youtube

Source: Research data, screenshot from respective channels on YouTube, taken 1<sup>st</sup> June 2022



Figure 2: screenshot of adolescent reproductive health on Instagram

Source: Research data, screenshot from respective channels on Instagram, taken 1<sup>st</sup> June 2022

There are various formats for video content. Some are in the form of recordings of events such as webinars, video tutorials, recordings of talk shows, consultation videos, animated videos, presentations, and some are in the form of short films.

The content of the reproductive health campaign concerns several issues, namely (1) puberty, (2) sexually transmitted diseases, (3) reproductive health, (4) all about menstruation, (5) documentation of socialization activities, (6) reproductive health counselling, (7) health advocacy, (8) risk of early marriage

### Adolescent Reproductive Health Campaign on Instagram

Instagram can be called the most popular social media platform for sharing photos today. As of January 2022, among other social media, Instagram was ranked as the third most used social media in the world. In the same period, Indonesia is the fourth largest Instagram user country in the world.

Based on Statista data, the number of active Instagram users from Indonesia is around 99.1 million people as of January 2022 (Hasya, 2022). The majority of Instagram users are young people. In the fourth quarter of 2021, the majority of Instagram users in Indonesia are from the 18-24 year age group, which is 34.4 million. In detail, as many as 20% of users of the application are female, while 17.2% are male (Databoks, 2022).

On Instagram, campaigns on adolescent reproductive health are mostly carried out by institutions, such as educational institutions, hospitals, youth health posts, NGOs or related government agencies (BKKBN). There are also personal accounts, which are generally health workers or doctors. The government agency that is directly related to the issue of reproductive health is the National Population and Family Planning Agency (BKKBN). On Instagram, we can find the bkkbnofficial account which contains information and socialization of the

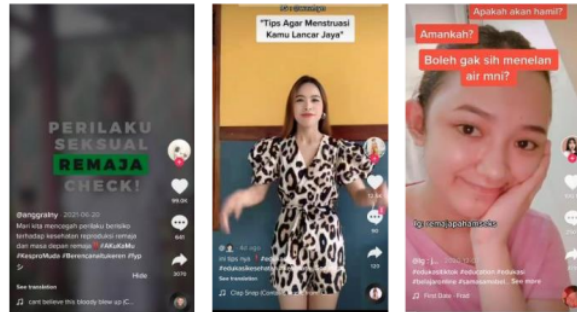


Figure 2: screenshot of adolescent reproductive health on TikTok

Source: Research data, screenshot from respective channels on TikTok, taken 1<sup>st</sup> June 2022

BKKBN program. In addition to bkkbnoofficial which is the official account of the central BKKBN, the provincial BKKBN also has an Instagram account by adding the name of the province behind the bkkbn (ex. bkkbn\_jateng).

Campaign material on Instagram is delivered in photo, long video, and short video (reel) formats. The content of the material raised concerns several issues, including (1) all things regarding reproductive health for adolescents, (2) publications on reproductive health issues socialization activities, (3) all about menstruation, (4) reproductive health talk shows, (5) introduction of reproductive organs, (6) the impact of early marriage, and (7) reproductive health campaign posters.

### Adolescent Reproductive Health Campaign on TikTok

TikTok is a social media that is relatively young, but is growing very fast. This social media platform from China was introduced in 2016 and in just five years it has been able to reap 1 billion users. According to research firm Insider Intelligence, TikTok is predicted to become the third largest social media network in the world. TikTok will be bigger than Twitter, and will overshadow Facebook and Instagram, in terms of the number of active users. In its report, Insider Intelligence predicts that TikTok will have 755 million active users by 2022. This figure is based on the growth of TikTok users in 2020 which

will reach 59.8 percent and 40.8 percent in 2021 (Kompas.com, 2022).

The dominance of generations Y and Z as TikTok users is understandable, because this social media is very attractive (Daniel, 2022). TikTok's mission is to record and present creative and precious moments from all corners of the world on mobile. TikTok allows everyone to be a creator and encourages users to share creative expressions through 15-60 second videos or the MV method (collection of photos that are then turned into videos). What makes TikTok stand out among competitors is that this entertainment app allows everyone to become a creator because of its simplicity and convenience (kussanti, 2020).

The adolescent reproductive health campaign has become very entertaining on the TikTok application. The messengers are young people—usually with charming faces, with slang, sometimes accompanied by dances or funny movements. There are some interesting findings: *First*, the majority of messengers are personal/ not institutional accounts. *Second*, the majority of messengers are girls. *Third*, dare to present sensitive issues, for example the use of condoms for those who have sex and are not married. *Fourth*, compared to Instagram or YouTube, messages on youth reproductive health campaigns on TikTok get more attention from netizens. TikTok user engagement for reproductive health issues is quite high. An account @angrallyn for example, in a post about adolescent sexual

behaviour gets more than 99 thousand likes and 641 comments or an account @janofahchiny which in many posts gets more than 85 thousand and hundreds of comments.

Adolescent reproductive health campaign messages on TikTok can be categorized as follows: (1) the urgency of reproductive health education for adolescents, (2) reproductive health, (3) all about menstruation, (4) the risk of early pregnancy/ early marriage, (5 ) high-risk sexual behavior, (6) coverage of reproductive health socialization activities, (7) healthy sexual relationships, (8) sexually transmitted diseases.

High engagement on TikTok confirms that message and media selection is very important in sexual health campaigns (Gabarron & Wynn, 2016). If the target is teenagers, then we must choose the media that is most widely used by teenagers. We also have to choose the messages that are most liked by teenagers.

## CONCLUSION

Actors involved in the production of youth reproductive health campaign messages are individuals and institutions. Individuals in general are influencers, social activists and health workers or doctors. Meanwhile, institutions concern educational institutions, hospitals, communities, or the BKKBN. Campaign messages are displayed in various ways, following the relevant social media platforms. The content of the campaign message concerns several issues, including (1) the urgency of reproductive health education for adolescents, (2) reproductive health, (3) all about menstruation, (4) the risk of early pregnancy/early marriage, (5) sexual behavior who are at high risk, (6) coverage of reproductive health socialization activities, (7) healthy sexual relations, (8) sexually transmitted diseases. Among the three social media studied, TikTok is the media that gets the most responses from

netizens (engagement) in the issue of adolescent health reproduction.

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