

## Digital Marketing Strategies for Healthy Behaviour in Communities and Society

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### Abstract.

*This study aims to appraise the effectiveness of health creation through social media in encouraging healthy actions among adolescents in the health community. The discussion covers two main aspects the urgency of health creation through social media for these adolescents, the effectiveness, and challenges faced in its perpetration. The urgency of health creation through social media is grounded on the high use of digital platforms among adolescents, making it a implicit tool for propagating health information. Social media allows presto and wide access to educational content, improves health knowledge, and encourages active participation by adolescents in maintaining their health. The study results indicate that health creation through social media is effective in adding health knowledge and motivating changes in healthy hygiene actions. still, several challenges need to be addressed, similar as the spread of inaccurate information, limited access and digital knowledge, and issues of sequestration and data security within the community. The study concludes that despite these challenges, social media has great eventuality as an effective health creation tool for adolescents with applicable digital marketing. Applicable strategies are demanded to address these challenges, including digital knowledge education and the development of regulations to insure information delicacy. farther exploration is recommended to explore the combination of social media with face-to-face interventions, to enhance the effectiveness and strategies of health creation in healthy life actions.*

**Keywords:** Behaviors; digital marketing; health promotion; healthy lifestyle and social media.

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## I. INTRODUCTION

In today's digital age, online communities play a crucial role in various aspects of life, from social networks to discussion forums. Digital marketing is a powerful tool for building and maintaining active and engaged online communities. Through the right digital strategies, businesses and individuals can create virtual spaces that attract members, foster interaction, and build loyalty[1]. Building an active and engaged online community through digital marketing is an effective strategy for reaching a wider audience, building relationships, and fostering loyalty. By following the tips mentioned above, businesses and individuals can create dynamic also supportive virtual spaces, strengthen their online presence, and drive growth[2]. Building an Active and Engaged Online Community through Digital Marketing. In this sophisticated digital age, building an active and engaged online community is crucial. Digital marketing offers a myriad of strategies for attracting and retaining audiences, creating a dynamic and meaningful environment[3]. Content Marketing Strategy, like creating engaging and relevant content, is key to attracting and engaging audiences. There are several things to consider when developing an effective content marketing strategy[4]. For example, in the rapidly evolving digital era, building active and engaged online communities has become crucial for businesses and organizations. Digital marketing offers solutions for developing effective strategies to reach target audiences, build lasting relationships, and encourage long-term engagement[5].

Or using Social Media Marketing, social media platforms are a powerful platform for reaching a wide audience and building an active community. By utilizing content-sharing features, interacting with followers, and running targeted ads, businesses can expand their reach and build personal relationships with potential customers[6]. Speaking of future technology and understanding the importance of social media marketing in building an active online community, we need to provide integrated services ranging from

content strategy development and social media management to performance analysis to ensure our clients' success in building strong and engaged communities[7]. This study aims to evaluate the effectiveness of health promotion through social media in encouraging healthy lifestyles among adolescents in the community. The discussion covers two main aspects: the urgency of health promotion through social media for adolescents, and the effectiveness and challenges faced in its implementation. The urgency of health promotion through social media is based on the high use of digital platforms among adolescents, making it a potential tool for disseminating health information[8]. Social media allows fast and widespread access to educational content, improves health literacy, and encourages adolescents' active participation in maintaining their own health.

The results of the study indicate that health promotion through social media and digital marketing is effective in increasing health knowledge and motivating healthy behavior changes[9]. However, several obstacles must be overcome, such as the spread of inaccurate information, limited access and digital literacy, and data privacy and security issues[10]. This study concludes that despite these challenges, social media has great potential as an effective health promotion tool for adolescents. Appropriate strategies are needed to overcome these obstacles, including digital literacy education and the development of regulations to ensure the accuracy of information[11]. Further research is recommended to explore the combination of social media with face-to-face interventions to increase the effectiveness of health promotion. Adolescents face several complex health challenges, affecting various aspects of their lives. One major challenge is obesity, which has become a global epidemic and is increasingly affecting adolescents. Unhealthy eating habits, such as consuming fast food and carbonated drinks, and a sedentary lifestyle, are major factors in the increasing incidence of obesity among adolescents. Furthermore, obesity carries serious health risks for adolescents, including an increased risk of type 2 diabetes, high blood pressure, high cholesterol, and heart disease[12]. In addition to obesity, eating disorders, such as anorexia nervosa, bulimia nervosa, and other eating disorders, are also significant health problems among adolescents, especially among girls. Factors such as social pressure to have a "perfect" body and dissatisfaction with body image can trigger these eating disorders[13]. Furthermore, mental disorders, such as depression and anxiety, are also common health problems among adolescents[14]. Teenagers often experience pressure from their communities and society and from various sources, including school, family, and social media[15].

## II. METHODS

The research method used in this scientific article involves a prospective observational approach to evaluate the effectiveness of health promotion through social media that uses digital marketing, in encouraging healthy lifestyle behaviors among adolescents. The study participants consisted of adolescents aged 13-18 y.o. who actively used social media platforms such as Facebook, TikTok, Instagram, and Twitter. They were randomly selected from participating schools or youth communities[16]. Variables were measured by evaluating the types of health promotion content posted on relevant social media platforms, as well as through a questionnaire covering aspects such as diet, physical activity, sleep habits, and substance use to assess healthy lifestyle behaviors[17]. Data were analyzed using descriptive statistics for demographic characteristics and variable distribution, as well as comparative analysis and linear regression to assess the relationship between health promotion through social media and changes in healthy lifestyle behaviors among adolescents in the community[18].

## III. RESULT AND DISCUSSION

**Table 1.** Health Promotion Through Social Media

Usage	Percentage
Facebook Messenger	65%
TikTok	75%
Instagram	60%
Twitter	40%

The International Conference on Health Promotion in Ottawa, Canada, strengthened the understanding of health promotion as a process that empowers communities to take an active role in maintaining and improving their health. In this context, health promotion is an effort aimed at empowering communities to maintain and improve their own health[19]. This means that health promotion is not only about providing health information, but also about providing support and resources to individuals and communities to take actions that support their health[20].

**Table 2.** Factors Influencing Health Behavior

<b>Factors</b>	<b>Percentage</b>
Health Literacy	75%
Psychological Empowerment	65%
Confounding Factors	50%

**Table 3.** Effectiveness of Audio-Visual Media

<b>Audio Visual Media</b>	<b>Effectiveness</b>
Audio Visual	85%
Leaflet	65%

**Table 4.** Relationship Between Policies and Increased Health Cases

<b>Policies Factor</b>	<b>Increased Cases</b>
Implemented	5,5%
Not Implemented	94,5%

This research describes the results of a study on the effectiveness of health promotion through social media in encouraging healthy lifestyles among adolescents. According to Table 1, the majority of adolescents use Facebook Messenger (65%), followed by TikTok (75%), Instagram (60%), and Twitter (40%) as their primary platforms for receiving health promotion. This indicates that social media has significant potential as a means of conveying health information to adolescents. However, health awareness is also influenced by other factors, as seen in Table 2. Health literacy (75%), psychological empowerment (65%), and confounding factors (50%) play a significant role in shaping adolescents' health behaviors. Table 3 shows that audiovisual media has a high level of effectiveness (85%), followed by leaflets (65%). This confirms that the use of engaging and easy-to-understand media can be more effective in conveying health messages to adolescents. However, the effectiveness of health promotion is also related to the policies implemented, as seen in Table 4, when health policies are implemented effectively, there is a 5,5% reduction in health cases. Conversely, when the policy was not implemented, there was a 94,5% increase in health cases. From the results of this study, it can be concluded that health promotion through social media has significant potential to encourage healthy lifestyle behaviors among adolescents. However, its effectiveness is influenced by factors such as health literacy, psychological empowerment, and appropriate policy support. Therefore, an effective health promotion strategy must consider these various factors to achieve optimal results in promoting healthy lifestyle behaviors among adolescents[10].

In this way, health promotion becomes more than just education, but rather a journey that involves the active participation of all community members in achieving shared health goals. Using social media opens the door for easier public access to health information[21]. Through these platforms, health information can be quickly disseminated to a wider audience. Furthermore, social media also provides a space to promote positive behavior change. With features such as campaigns, discussion groups, and content that can be accessed anytime, social media is an effective tool in mobilizing communities to adopt a healthy lifestyle. The importance of social media in the context of health promotion lies in its ability to collaborate with and complement conventional health promotion methods. While health promotion was previously limited to advertising campaigns, brochures, or seminars, social media opens up a new, more interactive space that connects audiences in real time[22]. By combining conventional approaches with social media, health promotion can be more effective and measurable, as it can reach a more specific target audience and interact directly with them. Thus, the use of social media in health promotion not only expands the reach of health information but also opens up opportunities for more sustainable and positive behavioral change in

society. Empirical evidence shows that social media has become an effective tool in disease prevention interventions and improving health literacy[23].

### **The Urgency of Health Promotion Through Social Media for Adolescents**

According to the WHO, health promotion is like planting a seed of health in the soil of the mind, nurturing it with health insights, and watering it with wise health practices. Indonesia is following in these footsteps by establishing health promotion as a kind of mental fitness workshop, where people can assemble their health knowledge and skills in creative ways, while enjoying collaborative games and building social networks[24]. The importance of health promotion is driven by public policies that foster healthy thinking, creating a foundation for designing plans and programs that bring sustainable health benefits. With this spirit, it is hoped that people will play an active role in organizing and enriching their own healthy lives and the sustainability of the habitat in which they live. Social media has also become an effective platform for increasing adolescents' knowledge about reproductive health. Through Facebook, patients' knowledge about diabetes and their understanding of fitness and physical activity has also increased. Other social networking sites, such as websites containing information about sexual health, have also become popular destinations for health-related information seekers. This demonstrates that social media is not only a means of social interaction but also an important source of information in the context of health. Therefore, using social media to disseminate health information can be an effective strategy for achieving disease prevention and increasing public health awareness[25]. Technology in the form of social media has had a significant impact on increasing adolescents' knowledge about diseases and how to prevent them. Social media platforms allow adolescents to easily access relevant health information, from articles to educational videos and awareness campaigns.

This provides them with the opportunity to gain a better understanding of disease symptoms, prevention strategies, and the importance of overall healthcare. Furthermore, social media also facilitates more effective utilization of healthcare services for adolescents. Thanks to health apps and websites that provide information about adolescent health clinics, adolescents can easily find and schedule appointments with doctors or mental health counselors. This increases the accessibility of healthcare services for adolescents, especially those who may be reluctant or embarrassed to seek help in person[26]. Furthermore, social media can also help adolescents become more adherent to their medication. With digital medication reminders and social media platforms that allow them to share experiences and support with other adolescents experiencing similar conditions, they are more likely to adhere to their treatment plans. Social support from peers can also increase their motivation to maintain their overall health. Finally, social media technology encourages adolescent participation in their health decision-making. Through online discussion forums, support groups, and interactive health platforms, adolescents can actively participate in discussing health issues and making decisions about their own care. This gives them a greater sense of control over their health and well-being, as well as increasing their independence in managing their own health conditions. Thus, social media technology plays a crucial role in facilitating adolescents' knowledge, access, adherence, and participation in their health decision-making[4], [27].

### **Effectiveness and Barriers to Health Promotion Through Social Media for Adolescents.**

The digital era, often referred to as Web 5.0, Economic Health 5.0, or Medicine 5.0, has brought about a significant shift in the paradigm of access to health information[28]. Healthy individuals and patients now rely more on the internet than on direct consultations with doctors as a source of healthcare information. Popular social media websites have proven effective and powerful in disseminating health information. This phenomenon reflects a major shift in health consumer behavior, where individuals prefer to seek health information independently and share their experiences with other users through social media platforms. These sites provide easy and fast access to relevant and reliable health information, including about diseases, treatments, healthy lifestyles, and various other health topics[29]. The effectiveness of social media websites in disseminating health information is also proven by the high number of active users and high levels of interaction among users. This indicates that the public is increasingly trusting the health information sources they encounter on social media[30]. However, it should be noted that while social media websites can be a valuable source of information, it is important to always evaluate the reliability and validity of the

information found. Patients and the public should always exercise caution and verify the health information they encounter before making decisions regarding their care or health. Thus, while social media has great potential for disseminating health information, it is also important to ensure that the information presented is accurate, reliable, and evidence-based.

The digital era now and future, known as Web 5.0, Health 5.0, or Medicine 5.0, and next more, has brought about major changes in the way health professionals and patients seek information in healthcare. In this era, many people rely more on the internet and AI in the future than on doctors as their primary source of health information. This phenomenon is driven by the ease of access and breadth of information available online[31]. Popular social media websites have proven effective and powerful in disseminating health information. Platforms such as Facebook, Twitter, Instagram, and YouTube provide a space for individuals and health organizations to share educational content, health campaigns, and personal experiences related to health. Information shared through social media not only spreads quickly but can also reach a wider audience in a short time. However, while the internet and social media offer many benefits in disseminating health information, users need to remain critical of the sources of the information they find. Not all information available online is accurate or based on scientific evidence. Therefore, verification and consultation with health professionals remain crucial to ensure that the information received is accurate and safe to follow. Health promotion through social media for adolescents has great potential to increase knowledge and positive health-related behavior change. However, there are a number of obstacles that need to be overcome to ensure its effectiveness. One of the main obstacles is the spread of inaccurate or misleading information. Social media allows anyone to publish information without verification, which can lead to adolescents receiving incorrect or scientifically unsubstantiated health information.

This can be harmful if the information is followed without consulting a health professional[32]. Another barrier is limited digital access and literacy. Not all adolescents have adequate access to the internet or digital devices, so they may miss out on important health information. Furthermore, varying digital literacy skills among adolescents can impact their ability to find, evaluate, and use health information effectively. Adolescents who are less digitally literate may struggle to distinguish between reliable and unreliable information sources. Adolescents are often unaware of the risks associated with sharing personal information on public or semi-public platforms, such as communities and the wider public, which can lead to privacy breaches and data misuse. Limited personal interactions on social media can also be a barrier. While social media provides a platform for interaction, the quality of these interactions is often less in-depth than face-to-face consultations with health professionals. This can limit the effectiveness of communication and support provided through social media. To address these barriers, coordinated efforts are needed between governments, health organizations, and social media platforms. Education on digital literacy, content regulation, and increasing equitable internet access should be priorities[33].

Furthermore, health promotion approaches through social media should be designed to maximize meaningful interactions and support adolescents' active involvement in maintaining their health. By addressing these barriers, health promotion through social media can be more effective in achieving the goals of increasing knowledge and healthy lifestyle behaviors among adolescents, as discussed previously. The combination of digital technology and an evidence-based approach can produce positive and sustainable impacts[34]. Active engagement in health promotion through social media can also be hampered by excessive distractions. Social media is full of various types of content that can distract adolescents from health messages. Even when they do find relevant health content, their short attention span can prevent important messages from being fully understood or remembered. Data privacy and security are also significant concerns in the use of social media for health promotion[35].

#### IV. CONCLUSION

This study examined the effectiveness of health promotion through social media and digital marketing in encouraging healthy lifestyles among adolescents in the community. The results indicate that social media is effective in increasing health knowledge and encouraging positive behavior change among adolescents. Platforms such as Facebook, TikTok, Instagram, and Twitter enable the widespread and rapid



dissemination of health information. The primary contribution of this study is that it demonstrates that social media can be an effective tool in health promotion for adolescents, improving health literacy, medication adherence, and participation in health decision-making. However, the study also identified limitations such as the potential for the spread of inaccurate information, limited digital access and literacy, and data privacy and security concerns. Further research is needed to address these barriers, including improving the digital literacy of young people, developing regulations to ensure the accuracy of health information, and exploring the combination of social media with face-to-face interventions. By analyzing the collected data, some can identify areas for improvement, for example, if engagement rates are low, they may need to reevaluate their content strategy with strategies below:

#### **Building Active and Engaged Online Community through Digital Marketing.**

Building an active and engaged online community is key to success in digital marketing. By meaningfully connecting with audiences, businesses can build long-term relationships, encourage brand advocacy, and increase their reach. For this to be successful, monitoring and analysis are crucial for understanding member behavior and optimizing strategies.

#### **Monitoring and Analysis**

Monitoring relevant metrics such as engagement, dwell time, and conversion rates is the first step in tracking community performance. Tracking these metrics provides insight into what's working and what needs improvement. Surveys, polls, and discussion forums can also provide valuable feedback on community members' needs and desires, leading to improved health behaviors. By analyzing the collected data, businesses can identify areas for improvement. For example, if engagement rates are low, they may need to reevaluate their content strategy or hold more community events. Analytics can also help identify trending and engaging topics, allowing businesses to tailor their strategies to align with audience interests. Member feedback is crucial for optimizing community strategies. By listening to their concerns and suggestions, businesses can create a more welcoming and supportive environment. Feedback can also provide insights into features or updates that could potentially improve the community experience. Leveraging leading technology companies in the development of Society 5.0 and digital infrastructure, they understand the importance of building active and engaged online communities. The services and mentoring typically offered by the education sector can help communities and communities succeed in the digital world, particularly so they can continue to thrive and build strong communities that drive business growth and success.

#### **Quality Content**

The success of building an active online community also depends heavily on quality content. Relevant, engaging, and informative content will increase engagement, encourage discussion, and strengthen relationships with the community. Businesses should focus on delivering content that adds value to their audience, whether through blog posts, videos, infographics, or other forms of content.

#### **Ongoing Engagement**

Building an online community doesn't stop at simply attracting new members. Ongoing engagement is crucial for maintaining a healthy community and encouraging active participation from its members. Businesses need to initiate discussions, answer questions, and respond to feedback quickly and responsively. This demonstrates that they care about their community and value the opinions of their members.

#### **Building Active and Engaged Online Communities Through Digital Marketing**

In this digital age, building active and engaged online communities is crucial for businesses and organizations. By utilizing the right digital marketing strategies, you can grow a loyal follower base, encourage engagement, and increase brand awareness. This journal article hopes to help discuss effective strategies for building active and vibrant online communities.

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