



Media Representation and Digital Engagement: Analyzing @IndonesianMedicalCenter's Impact on Public Health Communication

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ABSTRACT: The development of information technology, especially social media, has changed the landscape of public health communication significantly. One platform that is increasingly popular in disseminating health information is Instagram, with various health accounts that actively present informative content. One prominent account is @IndonesianMedicalCenter (IMC), which has become a trusted source of health information for the Indonesian people. However, there has been no research that specifically examines the impact of these accounts on public health communication. This research aims to analyze the impact of the Instagram account @IndonesianMedicalCenter on public health communication. Through this analysis, it is hoped to better understand how media representation and digital engagement from these accounts influence people's health knowledge, attitudes and behavior. The analytical tool used in this research is NVivo. This research uses a qualitative approach with content analysis techniques. Data is collected from posts published by the @IndonesianMedicalCenter account during a certain period. These posts are analyzed to identify the main themes presented, the communication style used, and the interactions between the account and its followers. The analysis results show that the Instagram account @IndonesianMedicalCenter actively disseminates health information that is accurate, relevant and easy to understand. The posts cover a variety of health topics, from disease prevention to promoting healthy lifestyles. Apart from that, this account also plays a role in building an online community that is active in discussing and exchanging information about health. Thus, the @IndonesianMedicalCenter account has a positive impact in increasing health literacy and public health awareness.

Keywords: Media Representation, Digital Engagement, Health Communication.



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INTRODUCTION

Social media is a concept that refers to digital platforms that allow users to interact, share content, and engage in direct online communication ([Zayyan, 2022](#)). Along with the development of

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technology and the internet, social media has become an inseparable part of everyday life for people around the world. These platforms provide various features, such as creating user profiles, sharing multimedia content, as well as the ability to interact with other users through comments, messages, or reactions. One of the main characteristics of social media is the active participation of users in the process of creating and sharing content. This allows individuals to be producers and consumers of information simultaneously ([Solihin et al., 2021](#)). In other words, every user has the opportunity to express opinions, share experiences, and convey information according to their interests and needs. Thus, social media creates a dynamic and diverse communication environment, where information can quickly spread and be responded to by other users ([Susanti & Muliawanti, 2022](#)).

Social media also facilitates the formation of extensive social networks, where users can connect with people from various backgrounds, geographic locations and similar interests ([Pala & Djaffar, 2022](#)). This network allows interaction between individuals who were previously impossible to meet or communicate directly, thus expanding the scope and diversity in the exchange of information and views ([Husna & Fahrimal, 2021](#)). However, while social media brings many benefits in facilitating communication and interaction between individuals, these platforms also come with certain challenges and risks. For example, most social media are susceptible to the spread of false or inaccurate information, as well as privacy and user data security issues. Therefore, while recognizing its positive potential, it is also important to critically understand how social media operates, as well as its impact on individuals, society and culture more broadly ([Sari et al., 2022](#)).

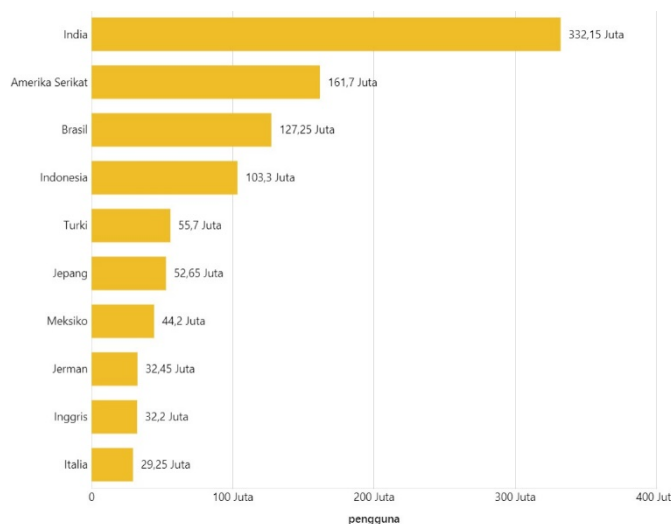
Health communication has an important function in influencing individual awareness regarding health issues, risks, and related solutions. Individual awareness of these aspects has a significant impact not only at the individual level, but also on families, environments and communities in society ([Ika Wijayanti et al., 2020](#)). The process of counseling about effective and comfortable childbirth through mass media is an important strategy in health promotion. The concept of health communication includes all forms of media channels or methods used to convey information and messages aimed at increasing individuals' knowledge and changing their behavior in a more positive direction related to health ([Zuhri, 2020](#)). Various types of media are information channels used in health communication. Interpersonal communication media, for example, play a role in influencing public health decisions and behavior by emphasizing the importance of relationships and interactions between individuals, health workers and social support systems ([Muharam et al., 2021](#)). Print media is also an effective means by prioritizing visual messages to convey health information. Broadcast media, such as talk shows on radio or television, provide broad coverage for disseminating health information to the public. Apart from that, entertainment media can also be used as a channel to convey health information and education to the public ([Widyaningrum et al., 2023](#)).

Health communication practitioners often collaborate with creative parties at television stations to include health information in television programs. Finally, with advances in technology, modern communication media, especially social media such as Instagram, WhatsApp and blogs, have become increasingly important channels for disseminating health information and promotion to

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the public. The advent of the internet has enabled health communications practitioners to use social media as a tool to reach and interact with audiences more widely and quickly than ever before ([Dida et al., 2021](#)).



Source :<https://databoks.katadata.co.id/>

Figure 1. The Largest Number of Social Media Users in the World

In July 2023 Indonesia ranked fourth in the number of Instagram users worldwide, with the number of users reaching around 103.3 million. This data shows significant growth in the use of these social media platforms in the country. Despite this, India still leads as the country with the largest number of Instagram users, reaching 332.15 million users, followed by the United States with 161.7 million users, and Brazil with 127.25 million users ([Utomo, 2023](#)). Turkey ranks below Indonesia with 55.7 million Instagram users, followed by Japan with 52.65 million, Mexico with 44.2 million, Germany with 32.45 million, England with 32.2 million, and Italy with 29.25 million users. This data shows that Instagram use has spread globally and has become one of the most popular platforms in various countries ([Abdillah & Zulhazmi, 2021](#)). Interestingly, the proportion of Instagram users worldwide in the age range of 18 years and over is balanced between men and women, reaching 50% each. This shows that the platform has equal appeal among both genders. We Are Social reports that Instagram ranked fourth on the list of most popular apps worldwide in July 2023, behind Facebook, YouTube and WhatsApp. This confirms the dominance of social media platforms in global digital life and shows how important Instagram is in the current social media ecosystem ([Mistari et al., 2023](#)).

The media has an increasingly important role in shaping people's views and behavior regarding health. Especially with the development of digital technology, media representation and digital engagement play an increasingly significant role in disseminating health information and influencing individual thought patterns and actions ([Mulitawati & Retnasary, 2020](#)). In Indonesia, one of the entities that has a big impact on public health communication is @IndonesianMedicalCenter (IMC). This platform not only provides the latest health information, but also becomes a forum for discussion and interaction between health practitioners, academics

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and the general public. Therefore, it is important to analyze the impact of media representation and digital engagement brought by IMC on public health communication (Taufiq et al., 2022). In today's digital era, social media has become one of the main sources of information for society. In a health context, social media can be a very effective tool for disseminating information about disease prevention, health care, and understanding certain medical conditions. However, as the amount of information available increases, the public is often faced with the challenge of distinguishing information that is accurate and trustworthy from that which is not.

The selection of one of the accounts on Instagram social media that has a significant influence in media representation and digital involvement in conveying public health communications is @IndonesianMedicalCenter (IMC). The IMC account is one of the main platforms that provides accurate, reliable and relevant health information for the Indonesian people. Through the content presented, IMC not only provides understanding about various health problems, but also bridges interactions between health practitioners, academics and the general public. Discussions held on this platform help educate the public about the importance of health and encourage healthier behavior. IMC also utilizes Instagram's various interactive features, such as stories, live streaming, and IGTV, to convey information in an interesting and easy to understand way. In this way, IMC is not only a reliable source of health information, but also a forum for discussion and collaboration between various parties involved in efforts to improve public health. With wise and strategic use of social media, the IMC account is able to bridge the health information gap and have a positive impact in improving the quality of life of the Indonesian people (Tania & Cahyono, 2022).

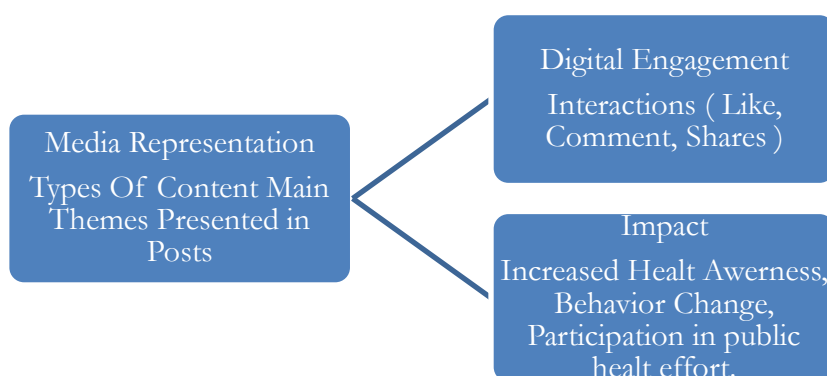
@IndonesianMedicalCenter (IMC) has emerged as one of the platforms that seeks to overcome this challenge by providing trusted and professionally presented health content. Through its social media accounts, IMC not only provides information about various aspects of health, but also bridges communication between the public and health experts. Discussions on various health topics, from healthy lifestyles to chronic disease management, can be easily accessed and questioned through this platform. IMC provides broad access to health information, it is important to examine its impact in more depth. Media representations presented by IMCs can influence people's perceptions of certain health issues, while their digital engagement can shape individual thought patterns and behavior regarding health (Budi Syahputra Siregar et al., 2023). Therefore, a comprehensive analysis of the impact of IMC on public health communication is relevant to understand how social media and digital platforms can be used effectively in promoting public health and well-being. By understanding the role and effects of media representation and digital engagement brought by IMC, health communication strategies that are more effective and responsive to the needs of the Indonesian people can be built.

This research uses content analysis methods and posts published by the Instagram account @IndonesianMedicalCenter. Data collected from January – February 2024 includes various posts related to health topics. Analysis is carried out by identifying the main themes presented in each post, the type of content used (images, videos, writing), as well as user interactions such as likes, comments and shares.

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This conceptual framework aims to illustrate the relationship between media representation and digital engagement in the context of public health communication, with a focus on the @IndonesianMedicalCenter (IMC) account on the Instagram platform. Media representation encompasses how IMC delivers health information to its followers, including the types of content used (e.g., images, videos, text) and the main themes presented in their posts. On the other hand, digital engagement refers to the interactions between IMC and its followers, such as likes, comments, and shares on their posts. The relationship between media representation and digital engagement is expected to influence individuals' perceptions and behaviors related to health, as well as strengthen overall public health communication. This conceptual framework also aims to explore the impact of @IndonesianMedicalCenter's media representation and digital engagement on public health communication. In this context, the impact can be measured through increased health awareness, behavior change, and participation in public health efforts. Additionally, IMC's role as a trusted health information provider can also influence individuals' thought patterns and health decisions. By understanding the relationship between media representation, digital engagement, and their impact on public health communication, we can identify more effective strategies for using social media platforms to enhance public health and well-being on a broader scale.



METHOD

The research method used in this research is literature study and content analysis. A literature study will be conducted to collect and analyze various theories, concepts and research findings related to media representation and digital engagement in the context of public health communication (Sugiyono, 2017). Data will be collected from scientific articles, books, research reports, and other academic sources relevant to this research topic. In addition, content analysis will be carried out on content posted by the Instagram account @IndonesianMedicalCenter. This analysis will involve identifying themes, types of content, presentation style, as well as user responses and interactions with the content. The literature study will help in understanding the conceptual framework as well as the theoretical foundation underlying this research, while the content analysis will provide in-depth insight into how the @IndonesianMedicalCenter Instagram account influences public health communication through media representation and digital engagement. It is hoped that this combined approach will provide a comprehensive understanding of the impact of these accounts in disseminating health information, influencing public perceptions, and encouraging healthier

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behavioral changes. Thus, this research will make an important contribution in enriching the literature on the use of social media in the context of public health communication.

The data analysis technique that will be used in this research is content analysis and posts on the @IndonesianMedicalCenter Instagram account related to public health communication. First, content analysis will involve identifying and categorizing the main themes presented in each post. It covers topics such as disease prevention, promotion of healthy lifestyles, information about specific medical conditions, and management of chronic diseases. In addition, an analysis will be carried out on the type of content posted, including images, videos, writing, infographics, etc. Post analysis will involve tracking and recording user interactions with each post, such as the number of likes, comments and shares (Sugiyono, 2018). This will provide an idea of how effective the content is in attracting attention and interaction from the public. Apart from that, you will also pay attention to the type of comments that appear, whether in the form of questions, positive responses, criticism or further discussion.

Through this analysis technique, it can be evaluated in depth how the Instagram account @IndonesianMedicalCenter influences public health communication through media representation and digital engagement. This analysis will provide clearer insight into the types of content that are effective, people's responses to that content, and how interactions between accounts and their followers can influence people's health perceptions and behavior. Thus, this research will provide a deeper understanding of the impact of these Instagram accounts in promoting public health and welfare.

Upon analyzing the data using NVivo and manual coding methods, conclusions will be drawn based on the patterns, themes, and trends identified in the content. The findings will be summarized into key points or conclusions, highlighting the impact of media representation and digital engagement by @IndonesianMedicalCenter on public health communication. This combined approach, utilizing both NVivo software and manual data collection methods, is expected to provide a comprehensive understanding of the influence of the Instagram account on public health communication. It will allow for a deeper analysis of the content and its effects on public perception and behavior regarding health-related issues.

RESULT AND DISCUSSION

Media representation and digital engagement have become crucial elements in efforts to disseminate health information to the public (Liew & Lee, 2021). The Instagram account @IndonesianMedicalCenter (IMC) has emerged as one of the entities that has a big influence in this regard. In this research, we conducted an in-depth analysis of the impact of these Instagram accounts on public health communication. We explored various aspects including the content presented, types of user interactions, and the role of IMC in shaping people's health perceptions and behavior (Boon-Itt & Skunkan, 2020).

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From the results of content analysis, we found that the Instagram account @IndonesianMedicalCenter provides various health information that is relevant and useful for the community. Various topics are discussed ranging from disease prevention, promotion of a healthy lifestyle, to management of certain medical conditions ([Kostygina et al., 2020](#)). The content presented is also varied, including images, videos, writing, infographics, and so on. This shows that IMC uses a diverse approach to reach different types of Instagram users. Post analysis also shows that the IMC account is quite successful in attracting user attention and interaction. Their posts received positive responses in the form of likes, comments and shares. The responses given by users also vary, ranging from questions, positive responses, to further discussions. This shows that IMC is able to build interactive relationships with its followers, and respond effectively to their needs and desires.

We also see that the IMC account is able to make good use of Instagram's interactive features such as stories, live streaming and IGTV. This allows them to present information in a way that is engaging and easy for users to understand. Apart from that, we found that IMC accounts were also active in holding various health events and campaigns, both online and offline, which helped strengthen their involvement in the public health community ([Pérez et al., 2020](#)).

The Instagram account @IndonesianMedicalCenter has 1,015 posts with 20,000 followers. From this data, it can be seen that the account is quite active in presenting health-related content to its community of followers. The number of followers reaching 20,000 also shows that the IMC account has significant appeal among Instagram users, as well as the potential to reach an even wider audience in the future. One of the posts that provides an overview of public health communication or public education is a post explaining the side effects of using antihypertensive drugs. This post is part of one of the video reels uploaded by the IMC account. In its explanation, the IMC account states that the side effects of using antihypertensive drugs can vary depending on the type, dose and patient response to the medication. Some of the side effects mentioned include coughing, dizziness or lightheadedness, headache, diarrhea, and nausea and vomiting.



Figure 2. Instagram Post @IndonesianMedicalCenter

Posts like this provide important and useful information for people who follow IMC accounts. Explanation of the side effects of using antihypertensive drugs can help increase public

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understanding of the importance of compliance in taking medication according to doctor's instructions, as well as open up space for further discussion and consultation with medical personnel. Apart from that, the video reels format used also helps convey this information in a short, concise and interesting manner, so that it is more easily absorbed by Instagram users. Thus, posts like this show that the Instagram account @IndonesianMedicalCenter not only aims to provide health information to the public, but also acts as an active educational agent in helping to increase public health literacy. By providing information that is accurate, easy to understand and interesting, the IMC account is able to make a significant contribution to efforts to maintain and improve the health of the Indonesian people.

Table 1. Analysis Results

Theme	Analysis Results	Conclusion
Account Activity	The @IndonesianMedicalCenter account has 1,015 posts and 20,000 followers.	The IMC account is quite active in delivering health-related content to its followers and has significant appeal among Instagram users.
Information Content	Posts provide information about the side effects of using antihypertensive drugs.	The content presented helps increase public understanding of the importance of adherence to medication and opens up further discussion with healthcare professionals.
Presentation Format	The use of video reels format helps convey information in a concise, engaging, and visually appealing manner.	The engaging presentation format helps enhance the attractiveness and engagement of Instagram users in understanding health information.
Role as Educator	The IMC account acts as an active educational agent in improving public health literacy through accurate and easily understandable content.	Through the content presented, the IMC account makes a significant contribution to efforts to maintain and improve the health of the Indonesian population.

From these analysis results, it can be concluded that the Instagram account @IndonesianMedicalCenter is active in delivering informative and educational health content to its followers. The use of video reels format helps enhance the attractiveness of the content, while

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the account's role as an educational agent helps improve public health literacy. Therefore, the IMC account has the potential to continue playing a role in efforts to improve the health and well-being of the community through social media platforms.



Figure 3. Instagram Post @IndonesianMedicalCenter

The next post that provides health communication to the public is in the form of images that provide information about ingredients that are prohibited for use in cosmetics, namely Diethylene Glycol (DEG). This post aims to provide understanding to the public about the dangers of using these ingredients in cosmetic products. In the image presented, it is explained that DEG is a compound that can be found in glycerin raw materials, and if used excessively beyond the specified limits, it can have dangerous impacts on humans and animals.

The information presented in this post is very important for the public to know, because the use of cosmetic products containing DEG can threaten health. It was explained that DEG is a toxic substance that can cause depression in the central nervous system, liver poisoning and kidney failure if used in excessive levels (Vassey et al., 2022). Therefore, by providing this information, the @IndonesianMedicalCenter account plays a role in providing protection to the public from unconscious health risks associated with the use of cosmetic products. Through posts like this, the IMC account not only provides information about health, but also aims to provide education to the public to be more careful in choosing and using cosmetic products (Ngai et al., 2020). The format used in image form also makes it easier for Instagram users to understand information quickly and effectively. Thus, this post shows that the @IndonesianMedicalCenter account continues to play an active role in providing health communication to the public via social media platforms, thus contributing to efforts to maintain the health and welfare of the Indonesian people.

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Table 2. Conceptual Framework

Tool Used	Conceptual Framework
Analysis Tool	NVivo
Data Collection	Instagram Posts
Summary	The Instagram account @IndonesianMedicalCenter actively educates the public about health-related topics through various content formats. Posts include information on prohibited cosmetic ingredients like Diethylene Glycol (DEG), aiming to raise awareness about their dangers. Through informative posts, the account protects the community from health risks associated with cosmetic product usage, demonstrating its role in health communication and education. The use of visual content aids in quick and effective understanding, highlighting the account's active role in promoting public health and well-being.

This analysis was conducted using NVivo as the primary tool for data analysis. The data collected consisted of Instagram posts from @IndonesianMedicalCenter. The analysis revealed that the account serves as an active communicator of health information to the public, particularly regarding the risks associated with certain cosmetic ingredients. By utilizing visual content, the account effectively educates and raises awareness among its followers, contributing to efforts to maintain the health and well-being of the Indonesian population.

Apart from presenting posts that provide health information to the public, the Instagram account @IndonesianMedicalCenter also holds webinars as an effort to provide education in health communication to the public. Webinars are a form of online activity that allows health experts to share knowledge, experience and the latest information with the public directly via digital platforms. In webinars held by the IMC account, various important health topics are discussed in depth and interactively (Schillinger et al., 2020). Webinar participants have the opportunity to ask questions directly to the speakers who are experts in their fields. The topics discussed in the webinar cover various aspects of health ranging from disease prevention, management of certain medical conditions, to promotion of a healthy lifestyle (Massey et al., 2020).

Participation in this webinar provides the public with the opportunity to obtain more in-depth and accurate information regarding various relevant health issues. With direct interaction between resource persons and participants, this webinar also creates a space to exchange ideas, discuss, and get answers to questions that participants may have. By holding this webinar, the @IndonesianMedicalCenter account not only provides information to the public, but also provides opportunities for the public to be actively involved in the learning process about health. Thus, this webinar is an effective form of health communication in supporting efforts to prevent disease and improve overall public health.

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From the research findings above, researchers can conclude that the Instagram account @IndonesianMedicalCenter has a positive impact on public health communication through media representation and digital engagement. By presenting informative and useful content, IMC is able to become a source of health information that is trusted by the public. They also succeeded in building active interactions with their followers, thus allowing for more effective dialogue and information exchange. Apart from that, IMC's role in organizing various health events and campaigns is also a very positive step (Fung et al., 2020). This shows that they not only act as providers of information, but also as active agents of change in increasing public health awareness and behavior. Thus, the Instagram account @IndonesianMedicalCenter has proven that social media can be an effective tool in promoting public health and welfare.

From this research it can be concluded that the Instagram account @IndonesianMedicalCenter has a significant impact on public health communication through media representation and digital engagement. By presenting informative and interactive content, IMC is able to become a source of health information that is trusted by the Indonesian people. In addition, their role in organizing various health events and campaigns is also a very positive step in increasing public health awareness and behavior. Therefore, we recommend continuing to support and develop initiatives such as these to improve the overall health and well-being of society.

1.1. Benefits Posting Health Information to the Community

In today's digital era, social media has become one of the main platforms for disseminating information, including health information. Health accounts on social media, such as the Instagram account @IndonesianMedicalCenter (IMC), have an important role in providing health information to the public (Scannell et al., 2021). In this discussion, we will discuss in depth the benefits of posting health information to the public provided by health accounts on social media. One of the main benefits of posting health information to the public is increasing health literacy. Health literacy refers to an individual's ability to understand, evaluate, and use health information in health-related decision making. With health information posts presented regularly by health accounts on social media, people have easier access to obtain relevant and accurate health information.

The health information conveyed through these posts covers a variety of topics, from disease prevention, management of certain medical conditions, to promotion of a healthy lifestyle. With a better understanding of health, people are better able to identify symptoms of disease, recognize risk factors, and take the necessary preventive steps to maintain their health. Apart from that, high health literacy can also help people make a better assessment of health information received from various sources, including social media (Jang et al., 2021).

Apart from increasing health literacy, posting health information can also help increase public health awareness. Health awareness refers to an individual's level of understanding of the importance of maintaining the health and well-being of themselves and the surrounding environment. With health information provided regularly through posts on social media, people are becoming more aware of the importance of maintaining their own health and taking steps to prevent disease. Posts about disease prevention, disease symptoms, and healthy lifestyles can help

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people identify risk factors that can affect their health ([Puri et al., 2020](#)). This can help them to take necessary preventive steps, such as having regular health check-ups, adopting a healthy lifestyle, and avoiding risky behavior. Apart from that, high health awareness can also encourage people to be more proactive in seeking health information, carrying out independent searches, and making the right decisions regarding their health ([Yazdavar et al., 2020](#)).

Health information posts can also help reduce stigma and misconceptions associated with various medical conditions or certain health issues. Stigma and misconceptions often become obstacles in efforts to prevent, detect and manage disease. By providing accurate and reliable information through posts on social media, the public can have a better understanding of various medical conditions and health issues that are often the subject of stigma or misconceptions. For example, by presenting clear, factual information about certain medical conditions such as depression, anxiety disorders, or infectious diseases, health information posts can help reduce the stigma associated with those conditions. Apart from that, the health information presented can also help clarify misconceptions that often develop in society regarding the causes, symptoms and management of various medical conditions or certain health issues.

Apart from increasing health literacy, health awareness, and reducing stigma and misconceptions, posting health information can also help increase public participation in health decision making. Participation in health decision making refers to an individual's ability to be actively involved in decision-making processes related to their own health or the health of their family members. By providing accurate, relevant and easy to understand health information through posts on social media, people are better able to make informed decisions regarding their own health or the health of their family members. The information presented can help them understand the options available, weigh the risks and benefits of each option, and take steps that suit their needs and preferences ([Hollenbaugh, 2021](#)).

By presenting health information openly and transparently, health information posts on social media can also help facilitate discussion and exchange of information between individuals and health experts or with other members of the public. This can help people gain a broader perspective, get input and support from others, and make better decisions regarding their own health or the health of their family members. In conclusion, posting health information to the public provided by health accounts on social media has various significant benefits. These benefits include increased health literacy, increased health awareness, reduced stigma and misconceptions, and increased participation in health decision making. By providing accurate, relevant and easy-to-understand health information through posts on social media, health accounts such as @IndonesianMedicalCenter can make a meaningful contribution to efforts to maintain and improve overall public health. Therefore, it is important for all of us to continue to support and appreciate the important role of health information posts in spreading health knowledge to the public.

1.2. The Role of Webinars in Health Communication Education

In the rapidly developing digital era, communication methods for conveying health information to the public continue to transform. One form of communication that is becoming increasingly

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popular is webinars ([Raamkumar et al., 2020](#)). Webinar is an abbreviation of "web seminar", which is a seminar or training event held online via the internet. In the context of health communication education, webinars have become an effective tool in conveying information, educating the public, and facilitating discussions between health experts and the general public. In this discussion, we will explain in depth the role of webinars in health communication education, as well as their impact and benefits for society ([Tsao et al., 2021](#)).

Webinars play an important role in supporting health communication education in various ways. First, webinars provide an effective platform for conveying health information to the public in a broad and comprehensive manner. Using digital technology and the internet, webinars enable health experts to share their knowledge, experiences and the latest information with a connected audience from anywhere in the world. This opens up the accessibility of health information to people who may find it difficult to attend live events or conventional seminars.

Webinar allows health experts to present health information in a more interactive and in-depth manner. In webinars, participants are often given the opportunity to participate in question and answer sessions, discussions, or polls that allow them to interact directly with the resource person. This helps facilitate the exchange of ideas, experiences and knowledge between health professionals and the general public ([Linton et al., 2020](#)). Thus, webinars not only provide health information, but also create opportunities to learn from other people's experiences and expand understanding of various health issues. Webinars enable the delivery of health information that is more flexible and adaptive according to the needs of the audience. In webinars, presentation materials can be adapted to various levels of understanding and needs of the audience. Additionally, webinars can also be recorded and published online for access by those who cannot attend the session in person. This allows the health information conveyed in the webinar to be accessed by more people, even after the webinar event is over ([Benoit & Mauldin, 2021](#)).

Webinars have a significant impact in increasing health communication education and improving public health knowledge and awareness. First, webinars help increase the accessibility of health information for the public. By using digital technology and the internet, webinars enable health information to be accessed by people from various backgrounds and geographical locations. This helps overcome barriers to access to health information, especially for those who live in remote areas or have limited mobility. Webinars help increase public health understanding and awareness of various relevant health issues. By presenting health information through interactive and in-depth presentations, webinars enable the public to gain more comprehensive knowledge about the symptoms, causes, treatment and prevention of various diseases. This helps people make better decisions regarding their own health and the health of their families.

By presenting health information accurately and transparently, webinars help clarify false or misleading information about a variety of health issues. This helps reduce the stigma associated with certain health conditions, such as mental disorders or infectious diseases, and reduces misconceptions that can hinder efforts to prevent or treat disease. Webinars help increase public participation in health decision making ([Muric et al., 2021](#)). By presenting health information openly and transparently, webinars help people to be actively involved in the decision-making

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process related to their own health or the health of their family members. This helps people to be more proactive in seeking health information, carrying out independent searches, and making the right decisions regarding their health.

In conclusion webinars play an important role in supporting health communication education in various ways. Webinars help increase the accessibility of health information, increase public health understanding and awareness, reduce stigma and misconceptions about various health conditions, and increase public participation in health decision making. Therefore, it is important for us to continue to support and exploit the potential of webinars as an effective tool in disseminating health information and improving the overall welfare of society.

CONCLUSION

From Overall the discussion above can be concluded that the Instagram account @IndonesianMedicalCenter has a very important role in changing the paradigm of public health communication through social media. Through the content presented, this account not only provides accurate and reliable health information, but also promotes health awareness and helps reduce the stigma of various medical conditions. The positive impact of the @IndonesianMedicalCenter account on public health communication is very real. With thousands of followers and a series of informative and educational posts, this account has managed to reach and influence a wide audience. More than just disseminating information, these accounts also act as agents of change in shaping people's thought patterns and behavior regarding health.

Through interactions between followers and accounts, online communities are formed that support each other and share information about health. This creates a conducive environment for the exchange of knowledge and experience, and helps improve health literacy among the community. Thus, it can be concluded that the Instagram account @IndonesianMedicalCenter has effectively utilized social media as a means to disseminate health information, promote health awareness, and form an active online community in supporting efforts to prevent disease and improve the welfare of society as a whole. Therefore, the role and impact of this account on public health communication should be appreciated and considered as an inspiring model in the use of digital media for the common good.

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