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Social Media Optimization for Healthy Lifestyle Promotion Campaigns

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Abstract: Abstracts are written in one paragraph using standard Indonesian with enhanced spelling. Social media plays a significant role in promoting a healthy lifestyle to the wider community. With its wide reach and ability to deliver information in various formats, platforms such as Instagram, TikTok, Facebook, and YouTube are effective tools to raise awareness and encourage changes in people's health behavior. This study aims to analyze the potential, challenges, and strategies for optimizing social media in a healthy lifestyle campaign. The research method uses a qualitative approach with a literature study. The results of the study show that social media is not only effective as a means of delivering health information, but also functions to build a mutually supportive online community. Strategies such as selecting the right platform, collaborating with influencers, and presenting interesting and interactive content have been shown to increase audience engagement. Factors such as content quality, consistency, and relevance of information influence the success of a promotional campaign. Campaigns through social media have positive impacts, such as increasing public awareness of the importance of a healthy diet, regular exercise, and mental health balance. In addition, people are also more active in health programs organized by various parties. This study concludes that social media can be optimized as an effective tool to promote a healthy lifestyle, as long as it is supported by the right strategy and evidence-based content.

Keyword: Social Media, Healthy Lifestyle, Health Campaign, Health Promotion, & Behavior Change.

INTRODUCTION

A healthy lifestyle is a habit that is carried out continuously and regularly by paying attention to various aspects that affect the health of the body, such as diet, exercise, and adequate rest (Septianto et al., 2020). By living a healthy lifestyle, a person can maintain a balance of activities and maintain optimal body health. In addition to providing physical benefits, a healthy lifestyle also plays an important role in improving mental well-being. Exercise, for example, has been shown to help build better mental health, so the implementation

of a healthy lifestyle not only supports physical fitness but also overall mental health (Ramdani et al., 2024).

The main challenges in instilling healthy living habits include resistance to change, where individuals often find it difficult to change old habits that have been ingrained. In addition, the influence of unhealthy habits from the surrounding environment also influences, such as unhealthy diets and lack of social support to live a healthy lifestyle (Mulyana et al., 2024). Additionally, busy schedules are often an obstacle to implementing a healthy lifestyle, where daily tasks and activities take up most of the time, making it difficult for individuals to take the time to exercise or pay attention to a healthy diet (Rahman, 2023). Another challenge in spreading awareness about healthy lifestyles is the lack of proper information or low public interest in the importance of implementing healthy lifestyles, which makes health campaigns more difficult to achieve optimal results.

Social media has great potential in increasing public awareness about healthy living behaviors. Platforms such as Facebook, Instagram, Twitter, and YouTube not only serve as a means of delivering health information, but also as a forum to form online communities that support each other and motivate individuals in adopting a healthy lifestyle (Sari et al., 2023). With its ever-growing popularity, social media has become an effective tool in health promotion. Future health campaigns can leverage strategies that engage followers, emphasize health benefits, and use engaging visual content to influence people's behavior in favor of an active and healthy lifestyle (Mutaqin et al., 2024). The development of social media as a mass communication platform allows health messages to reach a wider audience quickly and efficiently.

One of the main obstacles in healthy lifestyle campaigns is the lack of social media optimization to effectively convey health messages. While social media has great potential for disseminating health information, many campaigns have not taken full advantage of the platform's features and algorithms to reach a wider audience. In addition, another challenge is the difficulty in attracting public attention and engagement with health content. A lot of health content spread on social media tends not to get the expected interaction, whether it's comments, shares, or active participation from followers. This could be due to a lack of engaging content, low relevance to the audience, or an inability to convey a clear and engaging message to the wider community.

There is a gap between the potential of social media as a health promotion tool and its actual effectiveness in promoting a healthy lifestyle. Although social media has a wide reach and great appeal, many health campaigns have not achieved optimal impact in changing people's behavior. This is due to the lack of a targeted strategy in utilizing social media to the fullest. Based on the background description that has been submitted, the problems to be discussed can be formulated as follows:

1. What is the role of social media in conveying the message of a healthy lifestyle promotion campaign to the public?
2. What strategies can be used to optimize the use of social media in a healthy lifestyle promotion campaign?
3. What factors affect the success of a healthy lifestyle promotion campaign through social media?
4. What is the impact of a healthy lifestyle promotion campaign through social media on public health behavior?

METHOD

This study uses qualitative research methods. According to Sugiyono, (2019) qualitative research aims to understand phenomena that occur in a deeper context, with a focus on collecting descriptive data that prioritizes understanding and interpretation. With a literature study approach, this study aims to review and analyze relevant previous studies. This method

allows to explore a deeper understanding of the potential, challenges, and strategies in optimizing social media as a tool to promote a healthy lifestyle. Through a systematic literature review, this study will identify various findings and conclusions from previous research, as well as examine existing gaps, to contribute to the development of more effective strategies in health campaigns through social media.

Table 1. Relevant Research

It	Author, Year	Research Title	Research Similarities	Research Differences
1	(Cahaya et al., 2024)	The Role of Social Media in Health Promotion: A Literature Review	Similarities in the research can be found in the focus on the use of social media as a tool to promote health and disseminate knowledge to the public.	The research that will be conducted focuses on optimizing social media for healthy lifestyle promotion campaigns.
2	(Vilasari et al., 2024)	The Role of Health Promotion in Increasing Public Awareness of Non-Communicable Diseases (NCDs) : A Literature Study:	The research has the same focus, namely to increase public awareness of health, by emphasizing the importance of health promotion in changing people's behavior.	The research that will be conducted emphasizes more on efforts to promote a healthy lifestyle in general through social media. Meanwhile, research on the promotion of NCD health in Indonesia is more specific to the prevention and management of non-communicable diseases.
3	(Mustofa & Sani, 2024)	The Effectiveness of Health Promotion Through Social Media in Encouraging Healthy Living Behaviors in Adolescents	Research has similarities in highlighting the great potential of social media as a tool for health promotion, particularly in increasing awareness and behavior change among society or adolescents.	Research on health promotion for adolescents emphasizes more on a specific audience (adolescents), while the research "Social Media Optimization for Healthy Lifestyle Promotion Campaigns" has a more general scope, covering all age groups interested in healthy lifestyles.
4	(Hasibuan et al., 2024)	The Effectiveness of Social Media Interventions in Adolescent Health Promotion: A Literature Review	Research equally highlights the important role of social media in promoting health	Research focused on health promotion for adolescents was more focused on adolescent audiences, while research "Social Media Optimization for Healthy Lifestyle Promotion Campaigns" research was more general and included audiences from different age groups interested in healthy lifestyles.
5	(Fitriana Darmawan, 2021)	Workout as a healthy lifestyle for modern women	The research has similarities in their focus on promoting a healthy lifestyle, where social	Research on exercise as a healthy lifestyle trend is more focused on specific phenomena

It	Author, Year	Research Title	Research Similarities	Research Differences
			media is used to encourage positive behavioural change	related to exercise and physical activity, while the research "Social Media Optimization for Healthy Lifestyle Promotion Campaigns" is more general and covers various aspects of healthy lifestyles beyond just exercise, such as healthy eating, rest, and mental well-being.
6	(City Rara Oi Pinasti, 2021)	The Influence of Instagram Social Media in Advertising Fast Food and Its Impact on Health in Teens	The similarities examined the influence of social media in advertising fast food (for this study) and healthy lifestyles	Research on Instagram's influence in advertising fast food focuses on promoting food products that are often associated with negative impacts on adolescent health, such as obesity or heart disease. Meanwhile, the research on "Social Media Optimization for Healthy Lifestyle Promotion Campaigns" focuses more on promoting healthy lifestyles and activities that are beneficial to health.
7	(Chen & Wang, 2021)	Social media use for health purposes: Systematic review	The study examines the use of social media in the context of health. The research on "Optimizing Social Media for Healthy Lifestyle Promotion Campaigns" and the research on the use of social media for various health purposes both emphasize the use of social media to convey information or promote health behavior change.	The research will be conducted more specifically to examine healthy lifestyle campaigns, including healthy diets, exercise, and other habits. Meanwhile, research by Junhan covering a variety of health goals may also review more general health campaigns, such as disease prevention or medical information.
8	(Al-Dmour et al., 2020)	Influence of social media platforms on public health protection against the COVID-19 pandemic via the mediating effects of public health awareness and behavioral changes: Integrated model	Both studies discuss the use of social media in the context of health.	The research by Al-Dmour focused more on the COVID-19 pandemic, focusing on public health protection against COVID-19, while the research "Social Media Optimization for Healthy Lifestyle Promotion Campaigns" focused more on healthy lifestyles in general,

It	Author, Year	Research Title	Research Similarities	Research Differences
				including diet and exercise habits. This study uses a quantitative approach with a structural equation model and collects data through a web questionnaire from 2555 social media users in Jordan. Meanwhile, research on healthy lifestyles is more likely to use a qualitative approach or literature study to analyze the potential and challenges of social media.
9	(Gunasekeran et al., 2022)	The impact and applications of social media platforms for public health responses before and during the COVID-19 pandemic: systematic literature review	Both studies address the use of social media in health contexts and explore how social media can affect public health	The study highlights the impact of social media during the COVID-19 pandemic in terms of declining public health and identifies uncertainties about its impact on public health responses. Meanwhile, research on healthy lifestyles discusses healthy lifestyle campaigns in general.
10	(Yusuf & Hamdi, 2021)	The Effect of Social Media Use and Reproductive Health Knowledge on Adolescent Risky Sexual Behavior	Both studies address how social media can affect health.	The study focused more on adolescent reproductive health and risky sexual behaviors, while the study "Optimizing Social Media for Healthy Lifestyle Promotion Campaigns" focused more on healthy lifestyles in general through social media, such as the promotion of healthy diets and exercise.

RESULTS AND DISCUSSION

The Role of Social Media in Conveying the Message of Healthy Lifestyle Promotion Campaigns to the Community

Social media has become the main means of spreading the message of healthy lifestyle promotion campaigns to the public. With the ability to reach a fast, cheap, and wide audience, platforms such as Instagram, TikTok, Facebook, and YouTube allow information about health to be disseminated in a variety of formats, such as videos, images, and articles that are easy to understand (Mistari et al., 2023). This allows audiences from various walks of life to access and understand the health messages conveyed.

The variety of content disseminated on social media, such as tips on healthy eating, the importance of exercise, and information about mental health, has proven its effectiveness in creating awareness. This engaging and relevant content is designed to motivate the audience to change their habits towards a healthier lifestyle. The use of attractive visuals and success stories from individuals who have successfully led a healthy lifestyle also increases the appeal and credibility of the message.

Healthy lifestyle campaigns on social media are not only carried out by governments or health institutions, but also involve influencers who have a great influence on the audience. Collaboration with influencers who have credibility in the field of health or fitness strengthens the campaign message, encouraging the audience to be more active in following a healthy lifestyle. Audience participation through hashtags or challenges on social media further expands the reach of the campaign and amplifies its impact.

The main advantage of social media is its ability to spread messages globally without being limited by time and place (Cahaya et al., 2024). Healthy lifestyle campaigns that start in one region can quickly reach international audiences, driving change in health behaviors at a global level. Thus, social media has become a very effective tool in educating the public and encouraging them to adopt a healthy lifestyle.

Strategies that can be used to optimize the use of social media in healthy lifestyle promotion campaigns

To optimize the use of social media in healthy lifestyle promotion campaigns, several effective strategies need to be implemented. First, choosing the right platform is crucial. Each platform has a different audience; for example, TikTok and Instagram are more effective at reaching younger audiences, while Facebook is more widely used by older audiences. Tailoring the platform to the characteristics of the audience will help the campaign achieve its goals more precisely.

Furthermore, engaging and interactive content is key to increasing audience engagement. Educational videos, infographics, and health challenges such as #30DaysHealthyChallenge can invite active user participation, amplify campaign messages, and increase engagement on social media. Content that invites audiences to participate has a greater impact than just one-way information.

Collaboration with influencers is also very effective in expanding the reach of the campaign. Influencers who have credibility in the field of health or fitness can motivate their audience to adopt a healthy lifestyle. The influence of influencers in shaping audience behavior is huge, so collaborating with the right influencers will increase campaign visibility and encourage audiences to be more active in following a healthy lifestyle.

Finally, the use of relevant and memorable hashtags can help expand the reach of your campaign on social media. Hashtags such as #GayaHidupSehat, #SehatBersama, or #HealthyLivingChallenge make it easier for audiences to find campaign content and participate. Additionally, content that is based on scientific evidence and real testimonials from individuals who have successfully led a healthy lifestyle can increase the credibility of a campaign, as audiences are more likely to trust real stories that can be connected to personal experiences.

Factors Affecting the Success of Healthy Lifestyle Promotion Campaigns Through Social Media

The success of a healthy lifestyle promotion campaign through social media is influenced by several key factors. The quality of the content presented must be clear, engaging, and easy for the audience to understand. Relevant content, such as factual information and compelling visuals, can increase the effectiveness of a campaign. Additionally, consistency in updating

content and the right frequency of presentation is essential to keep the audience engaged to keep them interested in participating in the campaign.

Audience engagement levels, such as comments, likes, and shares, also show how influential the campaign is. Campaigns that can create active interactions have a greater chance of success. Support from credible parties in the healthcare field, such as experts or reputable organizations, will strengthen the audience's trust in the campaign message. Spreading the campaign through the right social media channels will also expand your reach and increase the chances of success.

The Impact of Healthy Lifestyle Promotion Campaigns Through Social Media on Public Health Behavior

The impact of healthy lifestyle promotion campaigns through social media on public health behavior has proven significant (Hasibuan et al., 2024). Many individuals report positive changes in their habits after being exposed to the campaign. One of the main impacts is increased awareness of the importance of maintaining physical and mental health. People are starting to pay more attention to a healthy diet, exercising regularly, and maintaining a balance in life.

In addition, this campaign also encourages changes in diet and physical activity. Many respondents chose healthy foods and reduced the consumption of processed or fast food after participating in the campaign. Some have also started to actively exercise, both independently and through sports challenges held on social media. The campaign also plays a role in changing people's mentality, where physical and mental health are considered equally important. Lastly, the campaign increases public participation in various health programs organized by the government or health institutions, such as free health checks and fitness events.

Conceptual Framework

Here is the framework for the research "Social Media Optimization for Healthy Lifestyle Promotion Campaigns"

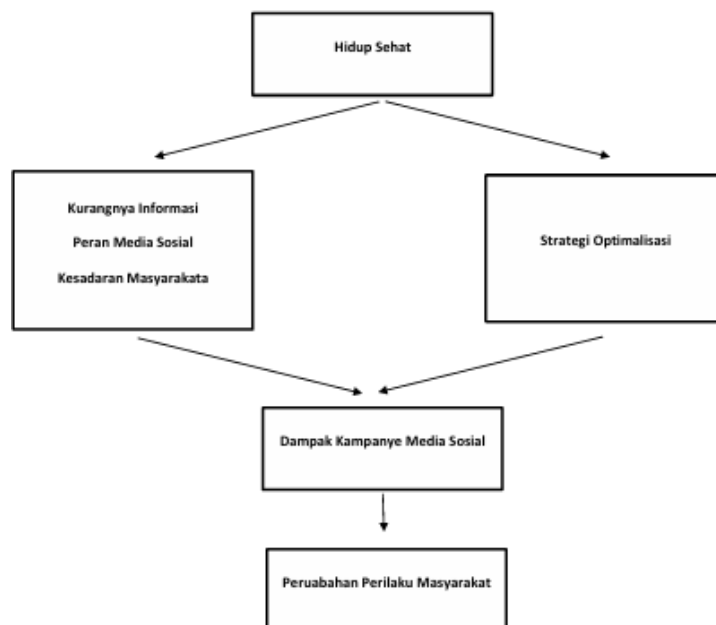


Figure 1. Research Thinking Framework

CONCLUSION

Healthy lifestyle promotion campaigns through social media have a significant impact on changing people's health behavior. Through the right use of platforms and engaging content,

this campaign has succeeded in raising public awareness about the importance of maintaining physical and mental health. People are starting to pay more attention to healthy diets, by reducing the consumption of processed or fast food and choosing nutritious foods. Physical activity has also increased, both through regular exercise and participation in challenges held on social media. In addition to physical changes, this campaign has also succeeded in changing people's views on mental health, by encouraging mental well-being as an inseparable part of a healthy lifestyle. Campaigns backed by evidence-based information and real testimonials reinforce the belief to implement a healthy lifestyle in everyday life. Participation in wellness programs, such as free health checks or fitness events, also showed significant improvements. Overall, social media has proven to be an effective tool in influencing public health behavior, given its wide reach and ability to motivate audiences to take an active role in maintaining health.

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