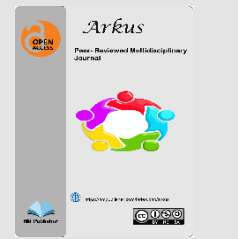




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Analysis of the Role of Social Media as an Educational Media for Preconception Nutrition Education of the Millennial Generation in Purwakarta Regency, Indonesia

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ARTICLE INFO

Keywords:

Millennial generation
Nutrition education
Preconception
Social media

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The author has reviewed and approved the final version of the manuscript.

<https://doi.org/10.37275/arkus.v10i1.493>

ABSTRACT

Social media is a popular communication medium among the millennial generation. Social media can be used as an educational medium for preconception nutrition education, especially in increasing awareness of the millennial generation regarding the importance of preconception nutrition. This research aims to analyze the role of social media as an educational medium for preconception nutrition education for the millennial generation in Purwakarta Regency, Indonesia. This research uses a qualitative research method with a phenomenological approach. Data collection was carried out through in-depth interviews with 10 millennial generation people in Purwakarta Regency. The research results show that social media plays an important role in increasing the millennial generation's awareness of the importance of preconception nutrition. Social media can be used to provide accurate and up-to-date information about preconception nutrition, and can encourage the millennial generation to be more active in adopting healthy eating patterns before pregnancy.

1. Introduction

Preconception nutrition is a person's health and nutritional condition before pregnancy. Good preconception nutrition is very important to prepare for a healthy and smooth pregnancy. Nutritional needs during the preconception period are higher than nutritional needs during the normal period. The fetus needs adequate nutrition to grow and develop properly. Hormonal changes during the preconception period can increase nutritional needs. Pregnant women generally have higher activity than normal women. Good preconception nutrition can help prevent various pregnancy problems, such as miscarriage, fetal death, low birth weight, congenital abnormalities, and premature birth. The millennial

generation is an age group that is vulnerable to preconception malnutrition. This is caused by various factors, including unhealthy lifestyles. The millennial generation tends to have unhealthy lifestyles, such as irregular eating patterns, lack of exercise, and smoking.¹⁻⁴

The millennial generation tends to have irregular eating patterns, such as frequently eating out, consuming less fruit and vegetables, and preferring fast food. The millennial generation generally does not know about the importance of preconception nutrition. Social media is a popular communication medium among the millennial generation. Social media has the potential to be used as an educational medium for preconception nutrition education. Social

media can reach the millennial generation widely and interactively. In addition, social media can also be used to provide accurate and up-to-date information about preconception nutrition. Several previous studies have shown that social media can be used as an educational medium for preconception nutrition education. Other research shows that social media can increase the millennial generation's awareness of the importance of preconception nutrition. Other research shows that social media can encourage the millennial generation to be more active in adopting healthy eating patterns before becoming pregnant.⁵⁻⁷ This study aims to analyze the role of social media as an educational medium for preconception nutrition education for the millennial generation in Purwakarta Regency, Indonesia.

2. Methods

This research uses a qualitative research method with a phenomenological approach. A phenomenological approach is used to understand the experiences of research subjects in depth and depth. Qualitative methods were used because this research aims to understand the phenomenon of the role of social media in preconception nutrition education for the millennial generation in Purwakarta Regency, Indonesia. The subjects of this research were 10 people from the millennial generation in Purwakarta Regency, Indonesia, who were married or were planning to get married. Research subjects were selected using a purposive sampling technique. The data collection techniques used in this research were in-depth interviews and observation. In-depth interviews were conducted to explore the experiences and views of research subjects regarding the role of social media in preconception nutrition education. Observations were carried out to observe the behavior of research subjects in using social media. The data analysis technique used in this research is qualitative data analysis. Data analysis is carried out by describing the data in depth and depth. The data that has been collected is analyzed using inductive data collection techniques.

3. Results and Discussion

The research results show that social media plays an important role in increasing the millennial generation's awareness of the importance of preconception nutrition. Social media can be used to provide accurate and up-to-date information about preconception nutrition and can encourage the millennial generation to be more active in adopting healthy eating patterns before pregnancy. Social media can be used to provide accurate and up-to-date information about preconception nutrition. The information provided can be in the form of articles, videos, or infographics. Accurate and up-to-date information can help the millennial generation understand the importance of preconception nutrition. Social media can be used to encourage the millennial generation to be more active in adopting healthy eating patterns before becoming pregnant. Social media can be used to provide discussion forums, challenges, or competitions that can encourage the millennial generation to be more active in adopting healthy eating patterns before becoming pregnant.^{8,9}

Content presented via social media must be of high quality and relevant to the needs of the millennial generation. Quality content can attract the attention of the millennial generation and help them understand the importance of preconception nutrition. Quality content is content that has accurate and up-to-date information, is presented in an interesting and easy-to-understand way, and is supported by scientific evidence. Quality content can attract the attention of the millennial generation because they are more interested in content that is informative, interesting, and useful. Relevant content is content that suits the needs and interests of the millennial generation. The millennial generation has unique characteristics. Namely, they have high mobility, like things that are practical and easy to understand, and tend to seek information through social media. Therefore, preconception nutrition education content presented via social media needs to be packaged in a way that is practical and easy to understand and in accordance

with the interests of the millennial generation. Avoid using technical terms that are unfamiliar to the millennial generation. Use attractive images and videos. Images and videos can help to attract the attention of millennials and make content easier to understand. Use diverse content formats. Use various content formats, such as text, images, videos, infographics, and others, to make content more interesting and less boring. Include information that is relevant to the needs of the millennial generation. The information presented must be in accordance with the interests and needs of the millennial generation, such as information about healthy foods to consume during the preconception period, ways to maintain health during the preconception period, and the benefits of preconception nutrition for pregnancy and baby health.^{10,11}

Collaboration with various parties can help to increase the effectiveness of social media as an educational medium for preconception nutrition education. Collaboration can be carried out with the government, health institutions, community organizations, or private parties. The government can play a role in providing policy and budget support for the development of preconception nutrition education content. The government can also play a role in disseminating and promoting preconception nutrition education content to the public, including the millennial generation. Health institutions, such as the Ministry of Health, community health centers, or hospitals, can play a role in developing quality preconception nutrition education content that is relevant to the needs of the millennial generation. Health institutions can also play a role in providing assistance to the millennial generation in implementing healthy eating patterns during the preconception period. Community organizations, such as professional organizations, non-governmental organizations, or communities, can play a role in developing preconception nutrition education content that is creative and attractive to the millennial generation. Community organizations can also play a role in disseminating preconception nutrition

educational content through social media and their communities.¹²

Private parties, such as food companies, pharmaceutical companies, or technology companies, can play a role in supporting the development of preconception nutrition education content. The private sector can also play a role in disseminating preconception nutrition education content through social media and digital platforms that they own. The government can collaborate with health institutions to develop quality preconception nutrition education content that is relevant to the needs of the millennial generation. Health institutions can collaborate with community organizations to disseminate preconception nutrition educational content through social media and their communities. The private sector can collaborate with community organizations to develop preconception nutrition education content that is creative and attractive to the millennial generation. With good cooperation between various parties, social media can be an effective means of increasing the knowledge and understanding of the millennial generation about preconception nutrition.¹³

4. Conclusion

Social media is one of the media that has the potential to be used as an educational medium for preconception nutrition education for the millennial generation. To increase the effectiveness of social media as an educational medium for preconception nutrition education, several things need to be done, including creating quality content, distributing appropriate content, and collaborating with various parties.

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