

Eksplorasi Edukasi Kesehatan Melalui Media Sosial Instagram di RSIA Pasutri Bogor Berdasarkan Perspektif Pasien dan Tenaga Kesehatan Menggunakan Model Komunikasi McGuire

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Abstrak

<div style="text-align: justify;">Kemajuan teknologi digital telah menjadikan media sosial, khususnya Instagram, sebagai platform yang sangat berpengaruh dalam edukasi kesehatan. Namun, eksplorasi pemanfaatan media sosial oleh rumah sakit masih perlu dikaji dari perspektif pasien dan tenaga kesehatan. Penelitian ini menggunakan pendekatan kualitatif deskriptif yang dilaksanakan di RSIA Pasutri Bogor pada April - Juni 2025. Informan terdiri atas sepuluh pasien dan lima tenaga kesehatan (dokter spesialis, perawat, bidan). Data dikumpulkan melalui wawancara mendalam dan observasi, kemudian dianalisis dengan teknik reduksi data, penyajian data, serta penarikan kesimpulan. Konten edukasi kesehatan di Instagram RSIA Pasutri Bogor dinilai mudah dipahami oleh pasien maupun tenaga kesehatan. Fitur interaktif Instagram mendukung komunikasi dua arah yang efektif, dengan konten edukatif terbukti paling memengaruhi keputusan pasien. Selain itu, konsistensi penyampaian, relevansi topik dengan isu kesehatan terkini, serta kolaborasi antara tenaga medis dan tim pemasaran menjadi faktor penting yang menentukan keberhasilan edukasi kesehatan. Temuan ini menegaskan bahwa Instagram dapat menjadi media strategis dalam edukasi kesehatan rumah sakit jika dikelola secara konsisten, relevan, dan kolaboratif. Hasil penelitian diharapkan memberi rekomendasi praktis bagi RSIA Pasutri Bogor dalam menyempurnakan strategi komunikasi digital, berkontribusi pada peningkatan kesehatan masyarakat, serta memperkaya literatur terkait edukasi kesehatan berbasis media sosial. Kata kunci: Edukasi kesehatan, media sosial, Instagram, tenaga kesehatan</div><hr />

<div style="text-align: justify;">Advances in digital technology have positioned social media, particularly Instagram, as a highly influential platform for health education. However, the utilization of social media by hospitals still requires further exploration from the perspectives of patients and healthcare providers. This study employed a descriptive qualitative approach conducted at RSIA Pasutri Bogor from April to June 2025. The informants consisted of ten patients and five healthcare providers (specialist physicians, nurses, and midwives). Data were collected through in-depth interviews and observations, and subsequently analyzed using data reduction, data display, and conclusion-drawing techniques. The health education content on RSIA Pasutri Bogor's Instagram account was perceived as easy to understand by both patients and healthcare providers. Instagram's interactive features supported effective two-way communication, with educational content proven to have the greatest influence on patients' decision-making. In addition, consistency in message delivery, relevance of topics to current health issues, and collaboration between medical professionals and the marketing team were identified as key factors determining the success of health education. These findings affirm that Instagram can serve as a strategic medium for hospital health education when managed consistently, relevantly, and collaboratively. The results of this study are expected to provide practical recommendations for RSIA Pasutri Bogor in refining its digital communication strategy, contribute to the improvement of public health, and enrich the literature on social media-based health education</div>