

# Legal Analysis of The Role of Social Media As a Means of Health Promotion

Afni Nabilah<sup>1</sup>

<sup>1</sup>Program Study Ilmu Hukum, Fakultas Sosial Sains, Universitas Pembangunan Panca Budi  
Email: [afninabila2000@gmail.com](mailto:afninabila2000@gmail.com)

## Abstract

The use of social media in health promotion efforts is a means of distributing health information to the public in an effort to improve health quality. But how is the role of social media in health promotion according to the applicable laws and regulations? This research discusses the extent of the role of social media in health promotion when viewed from legislation. In this research the author uses normative legal research methods using legal sources from primary legal materials in the form of health law legislation and secondary legal materials in the form of books and articles on information technology. The conclusion obtained in this paper is that Law Number 17 of 2023 concerning Health, Law Number 11 of 2008 concerning ITE has not regulated the implementation of health promotion through social media so in this case there is a need to synergize regulations in the use of social media facilities in health promotion efforts to achieve the highest level of health.

**Keywords:** Social Media, Health Promotion, legislation

## 1. INTRODUCTION

As wrong one a fundamental part of right basic human, health is need obligatory man fulfilled and guaranteed good by state. Through constitution basic 1945 in article 28h and article 34 paragraph (3) as well there is in regulation other legislation in the field health, as for implementation development health according to constitution number 17 of 2023 concerning health (next called the health law) itself addressed for increase feeling, consciousness, will, and ability life healthy for every individual for can realize degrees highest level of health in society as form investment for development source power productive human in a way social and economical. For can reach degrees health as high as possible need held various effort health like effort health promotive, preventive, curative and rehabilitative, where its implementation no only become not quite enough answer government but also public. Effort can done for reach degrees health wrong the only one with through approach promotion health. Promotion health based technology can utilized for increase degrees health public become more optimal with more approach contemporary. Supported with exists progress development technology information naturally in a way No direct give impact to change effort promotion health from the conventional era going to to direction internet technology. That internet technology alone is part from something related innovations with tools in the form of mutual computers connected through internet network that provides convenience for man in access need information along with completion the problem. On initially technology in the conventional era Still shaped object connected through wave radio frequencies such as radio, television, telephone cable and etc. However along development knowledge in the field technology change use equipment technology conventional the become equipment based connected computer through a helpful internet network man in access need information in a way effective and efficient. Use technology Internet network of course give something benefit positive in change communication as well as increase culture literacy public to various information and service health.

Change that kind of communication as fast as it was nature conventional changed become digital technology is changing condition culture and environment a more participatory society, where everyone can role as users who can develop and spread information and content health by online. Social media as wrong one that can used in support smoothness distribution information. A research state more from half of the world 's adults

use the internet for look for information health. Besides that's social media as vehicle information important in the digital era too has become channel very informative important matter this seen from the number of people who use social media more of 3.96 billion across world, with the average user has 8.6 accounts on the site different networks. Based on successful statistical data collected in report marketing agency we are social and platforms in the field social media management hootsuite seen that the use of social media in Indonesia amounts to 170 million out of a total of 274.9 million residents in Indonesia. Platform media social can used for promote health public and increase literacy health functional. Lots from facility service health who use social media as tool in do promotion health wrong the only one that is hospital. On in 2014, as many as 94% of hospital using social media in communication promotion his health. Social media use in effort promotion health naturally can make it easier public in obtain information health related problem health along with method handling it. Besides obtain information, of course on the side user also get social support to fellow social media users other on efforts that have been made done in increase quality health. However, unfortunately use of social media in effort promotion health not yet get position in the regulation legislation in indonesia that causes lots from power health no obtain certainty law in give information health to public through use of social media, by because that writer do something purposeful research for build something thinking new in formation laws and regulations in the field health for arrange something provision related use of social media indepm effort promotion health.

## 2. METHODOLOGY

In writing this article writer use type methodology study normative law to theories connected laws in norms law. Material the law used in study law normative consists from material primary law in the form of regulation legislation and material law secondary form books and article about law on the internet. Type approach used in this writing is approach legislation (Statute Approach). Ingredients laws that have been collected later done analysis with method descriptive and argumentative. The research process alone consists from two part. First, analyze position effort promotion health in provisionsg Constitution Number 17 of 2023 concerning health. Second, correlate the role of social media in effort promotion health according to regulation legislation.

## 3. RESULTS AND DISCUSSION

### *Health Promotion According to Law Number 17 of 2023 concerning Health*

Promotion on in essence is something activity or business convey message or information important to group or individual, whereas Promotion health is form business give something information or knowledge about importance build pattern life healthier good. Knowledge will pattern life healthy the on finally expected can influential to change behavior/pattern previous life no once realized. Meanwhile according to Green and Ottoson believes that promotion health as something combination of various related support from level education, behavior organization, development policy and formation regulation legislation addressed for happen something environmental changes and pattern carrying behavior impact health. Based on from two understanding above, yes said that promotion health no only functioned for change a habit bad which is detrimental health but also do change to environment, system social and regulations related health that alone with objective for reach degrees perfect health good physical, mental and social. Arrangement related promotion health can found in formulation Article 18 paragraph 1 Law No.17 of 2023 concerning health as part from arrangement derivative will right on health for every inhabitant countries that have listed in Article 28 H paragraph (1) of the 1945 Constitution is application from theory legislation that was initiated by Hans Nawiasky that norm law that positioned with mechanism level tiered and layers that form something pyramid law, meaning positional norms is at the lowest is guidance or based on from high norms. Provision fill in the legislation naturally must reflect visible reality in life public including in hope and interests from society. The existence of a foundation enforceability in a way juridical to something regulation legislation no free rather than the necessary conditions fulfilled in the formulation is visible based on on the law has more position tall. Deep language regulation legislation must obey rule system Improved spelling in Indonesian and naturally also must notice characteristics characteristic language firm, straightforward and clear, the line substance from Article 18 paragraph (1) of the Law Number 17 of 2023 concerning Health explains that promotion health is wrong one part from effort health public.

Effort health alone own characteristics promotive, preventive curative, rehabilitative and / or palliative who have impact to individual or community. Promotion health is part from effort nature of health promotional . If observed more carry on explanation from Article 18 of the Law Number 17 of 2023 Concerning health is known that effort health nature promotional is something activity and /or series activity for enabling individual / society in control and increase his health. With enabling individual or public in effort increase his health so objective

from promotion health can achieved that is increase ability every individual, family, group as well as participation public for can capable life healthy as well as develop effort surced health from public as well as creation condition conducive environment for encourage its formation ability in control and increase his the health. Effort natural health promotional alone can done through facility service deep health matter this has arranged in provision Regulation Minister Health Number 44 of 2018 concerning. Maintenance promotion health house pain (Permenkes PKRS) is mentioned that promotion health that is a process for empowering public through activity give information, influence and help public for can role active in support change behavior and environment as well as guard and increase health going to degrees optimal health. In do effort health promotional of course need exists something good strategy. Strategy is something way that can be done for reach desired goal in promotion health. According to world health organization (WHO) itself strategy promotion health consists on four matter namely : (1) Advocacy is approach on position taker decision for can give convenience as well as support in effort development health (2) Support Social (social support), is effort for form condition or conducive atmosphere in support development health so that public motivated for do pattern life clean and healthy (3) Movement community (empowerment), namely effort in build independence individual, group as well as public for can own faith, understanding, and ability in the field health.

Operate strategy promotion health of course must notice something room scope in effort to implement it nature of health promotional can held in a way effective, which one room scope promotion health the includes : 1). Policy Health Public (health public policy) which is effort develop policy development to all over sector and stakeholders by paying attention possible consequences happen on health public and environment around ; 2) create a partnership and supportive environment where in do development health done with awaken awareness public in develop network or relation Partnership with supporting conditions; (3) strengthen community action is give help aswell as motivation on moderate activity takes place in society, so public can participate in a way active in development health, yes grow as well as give more opportunities big again; (4) personal skills are activity increase and guard health environment public with method give form information or instruction form socialization about method maintain, prevent and treat something disease (5) reoriented health service, namely public no depend on position as user service health except also follow participate as organizer service health . In realize the purpose of effort nature of health promotional naturally necessary exists something target to be achieved. As for target from promotion health becomes taget from promotion health that is :

1. Individual or family, with hope obtain information health through various channel; have knowledge and will for maintain, improve and protect his health ; practice behavior life clean and Healthy; role as well as in activity social especially those related with health
2. Society expected rally potency for develop movement or effort health and work together work together realize healthy environment
3. Government, politicians and private expected can care and support effort health, at least deep develop behavior and environment healthy, too make policy social concern impact in the field health
4. Officer and program implementers are expected enter component promotion health in any health programs , and increase quality service good health satisfaction to public

#### *Use of Social Media As Means Promotion Health In Perspective Regulation Legislation*

Health own position as wrong one right base humans who have recognized by public international through universal declaration of rights Asasi Mankind (UDHR) which was announced on December 10, 1948 by assembly general united the nations obeyed the provisions in article 25 paragraph (1) of the udhr are stated that everyone has right on level quality adequate life for health and well-being himself along with his family, incl right on food, clothing, place stay worthy and maintenance health as well as service necessary social, and entitled on guarantee on moment no own work, suffering sick, experiencing disabled, become widow / widower, reach age carry on or circumstances others that cause it on lack living or disappearance income, which is outside his power. Meanwhile in Indonesia, rights on health for every inhabitant country has listed in Article 28H paragraph (1) of the 1945 constitution which states that everyone has the right for life in circumstances prosperous born and inner, situated stay and get environment good life and healthy as well as entitled obtain service health, as well on article 34 paragraph (3) states that the country has not quite enough answer in provision facility service health for all over inhabitant country. According to provision Law Number 17 of 2023 concerning health, says health own understanding as something circumstances healthy someone, okay in a way physical, spiritual, or life social and no simply free from disease for makes it possible life productive. Whereas according to organization health world (world health organization) provides

definition healthy in corner a more universal view, namely as circumstances physical, mental to well-being mutual social connected become one unity that is not only free from disease nor disability.

So that from explanation there is three component for evaluate circumstances healthy the namely: (1) healthy physical, namely component important in meaning healthy in a way appearance physique completely, in the form of body human appearance with vision good eyes, hair neat, skin clean, dressed neat, heavy body balanced, agile. breath no smell, taste eat ok, sleep restful, and all over function physiology body running normally (2) Always mentally healthy own attachment with health physical as advice ancient from grandma ancestors always human say that inside healthy soul there is healthy body also (3) Spiritual health, is component extra that has meaning important in activities undertaken in life daily by every human humans in the environment social or group society, so happen harmony thought and the body to wake up the atmosphere is not boring. Based on definition through a number base the law has explained that health that is right from every individual, will but Lots factors that become reason happen something disturbance experienced health every individual like pattern eat what you don't healthy, stress caused burden work excess, disease descendants who do not anticipated until factor exists policies made by the government on sector ecological, social and environment others are affected on health. According to Rachmat Hargono the reality that happened moment this Indonesian society still own pattern think which ancient access facility service health new done when in circumstances sick or for effort curativeand rehabilitative just, meanwhile should pattern think public need where changed utilization facility health done with effort promotional and preventive in frame increase degrees health and prevention disease, there is a number of type existing disease in society experience immunity immune to medicines that can change or mutate from disease level infection become disease degenerative or resulting disease by pattern life public that alone.

In frame push change pattern oriented thinking on effort promotional and preventive in frame increase degrees health and prevention disease so need exists promotion health is not only change a behavior but also do change to environment, system and policy health that alone to achieve degrees perfect health good physical, mental and social. Reference about promotion health can found through formulation. Article 18 paragraph (1) of the Law Number 17 of 2023 concerning health. Effort nature of health promotional is something activity and / or series activity for enabling individual / society in control and increase his health. Effort health myang nature promotional can form effective communication for educate individual or society about health as well as factors that can influence health as well as method for improve Health status, strengthening movement pattern live, as well preparation policy and supportive regulations and protect health every individual nor public government itself has own a number of program efforts promotion wrong health the only one that is with he took it out Instructions President Number 1 of 2017 concerning movement public life healthy (Inpres Germas). With exists presidential instruction germas that, then government has take policy for speed up and synergize effort promotional and preventive life healthy to improve productivity individual and lower burden financing service health. Movement society life healthy (GERMAS) which consists of from several activity programs such as : (a) increase activity physique sport in a way regular, (b) increase pattern dangaya life healthy (c) provision healthy food and nutritious to use acceleration repair nutrition (d) enhancement effort preventionand detection early disease (e) enhancement clean environmental quality and (f) enhancement education life healthy.

With exists the influence of the industrial revolution era 4.0 of course bring something change on life public in use technology information. Progress technology information give birth to a potency big in empowering individual and society, because with the more somebody the have will for learn and control technology information of course will create opportunity new for economic, social and development self personal. Progress technology information can utilized in running promotional programs health. This matter is the Germas program as effort promotional need customized with development progress technology with see and learn pattern act in demand current society this tend own dependency to use technology. With pattern more society lots use technology, necessary utilized with promotion connected health through application or via a working internet in spread information about education health for build pattern life healthy so that public capable and always guard health personal and automatic degrees health public will increase. In accordance with the benefit listed technologies in article 4. Constitution Number 11 of 2008 Concerning Information and transaction electronics explained that utilization technology information and transaction electronic held with objective for : (a). enlighten life nation as part from public information world ; (b) advancing the economy nationaldissector tradein frame increase well-being public; (c) increase service public in a way effective and efficient ; (d) open chance as widely as possible to public for advance ability and build thinking in the sector utilization and use Technology Information maximum possible and with a sense of responsibility answer ; dane provide a sense of justice, security and certainty law for party user and organizer technology information. Utilization technology in promotion health naturally own a number superiority wrong the only one that is

health information the can absorbed because touching with life daily. Activities of course can touch realm personal wrong the only one like regulator health, managing investment funds health, regulate finance via mobile banking, diet patterns, exercise, messages food in a restaurant (go-food), arrange timetable work, entertainment recreation family, and etc. All activity the now can done only through one device technology just. There is social media presence naturally bring something pattern change habit just wrong the only one that is presence a discussions in the future web forum develop form something community online.

According to second media age theory holds the view that influence inner internet communication media equipment opens up space network (cyberspace) that can provide capabilities superiority to activity its use is compared with previous media. Second media age perspective that domination means communication via awakened broadcast through a process of influence style centered life then lowered become culture on awareness natural become individual consciousness. Like a discussion forum, a web forum of course can accommodate ideas, opinions And all information from its members. So that with exists activity the delivery information and promotion health can easy absorbed and accepted by audience wide naturally matter the can build awareness will important pattern healthy life and clean. Lots of it a number superiority in usage deep medial social effort promotion healthy however in one side there is a number of thing that becomes problem even can become obstacle in achieved effort implementation promotion health. According to Leonita E and Jalinus N some problem and possible social media barriers happen in effort promotion health like no to be accurate information contained on social media, some among them identified share information that is not correct. So, deep this matter public become difficulty and confusion in accept information obtained so that contribute to behavior negative health and results poor health too. In overcome problem that, necessary repaired it content information that will spread to social media. Content contained on social media need clarified again with add source references that have evidence based level good as well as do checking return before shared so that add trust public can choose accurate information. Not yet exists regulation technical regulations related promotion health on social media of course become problem to officer promotion health for do step preventive when happen error information in do promotion health on social media. However, there are a number alternative where the world health Organization recommends officers promotion health for do a number of step following this for combat error information related health that is first, all shared information by officer promotion health must can based on journal accurate research and latest, second necessity integration good local as well as globally between organization health so that the information is conveyed own same quality and standardized, and third need exists cooperation with party authorized for delete hoax information from social media. With exists steps said, para officer promotion health can increase quality information shared on social media as well as no feel hesitant in using social media as means promotion health.

#### 4. CONCLUSION

Development technology bring change habit in life individual and public wrong the only one that is exists dependency use technology in interact social. Naturally habit new the give impact to change effort promotion previous health still use means conventional going to direction more modern means are wrong the only one with using social media. Through social media means society can do it easy with each other connect and interact in objective obtain information or knowledge about importance build pattern life healthier good as part from effort promotion health. Effort promotion health alone is wrong one effort health public shaped targeted activities for change behavior and pattern life individual nor environment so you can increase quality degrees health. However unfortunately, use social media means in maintenance effort promotion health not yet arranged in a way Specific in the provision regulation the laws in Indonesia are good That from side Constitution Number 12 of 2023 concerning Health nor from side constitution number 11 of 2008 concerning information and transaction electronic of course matter the cause power promotion health experience difficulty in do effort promotion health through means social media. So, deep this matter need done synergy regulation legislation so that can give certainty as well as protection law to power promotion health for can with easy use social media means in effort promotion health .

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