

THE EFFECTIVENESS OF THE HALODOC IN BUILDING HEALTH AWARENESS AT AL AZHAR 12 ISLAMIC HIGH SCHOOL

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Abstract

The objectives of this study are: (1) To determine the intensity of the use of online mass media (Halodoc website) among students of Al Azhar 12 Islamic High School in Makassar; (2) To understand how students of Al Azhar 12 Islamic High School in Makassar pay attention to a healthy lifestyle; (3) To assess the effectiveness of online mass media (Halodoc Health Website) in building Health Awareness among students of Al Azhar 12 Islamic High School in Makassar. This research employs a quantitative research method with an associative correlational approach. Data collection techniques include questionnaires and literature studies. The population of this study comprises students from Al Azhar 12 Islamic High School in Makassar. The research sample is determined through probability sampling. The total population of the study is 96 individuals, and using Taro Yamene's formula, the sample size is determined to be 77 individuals. The collected data are processed using IBM SPSS Version 28.0.1.1 (14). The results of this study indicate that (1) the level of intensity in the use of online mass media (Halodoc Health Website) among students of Al Azhar 12 Islamic High School in Makassar falls under the category of "Very High." (2) The attention of students from Al Azhar 12 Islamic High School in Makassar to a healthy lifestyle, including consuming nutritious and balanced meals, getting sufficient rest, managing stress effectively, and engaging in regular exercise, is categorized as "High." (3) The correlation analysis results show a significant effectiveness between the use of online mass media (Halodoc Health Website) in building Health Awareness among students of Al Azhar 12 Islamic High School in Makassar.

Keywords: Halodoc Health Website, Health Awareness

1. Introduction

1.1 Background

Health communication is the study of interpersonal and mediated communication related to health efforts and health promotion. Health communication focuses on the communication process and messages surrounding health issues. Although health communication is a relatively new field of study, its development has been rapid, paralleling the increasing number of publications in the field. The primary reason for this growth is the challenge of promoting health in an increasingly complex society. According to Hindina Maulida and R. Yogie Prawira W (2020), the source of health communication is healthy lifestyle behavior. In the communication process, the source plays a crucial role in producing effective communication. As explained in health behavior change theory, information effectively conveyed can change an individual's intentions and behaviors. Changes in audience behavior and attitudes are determined by the source's ability. The importance of health is widely felt by most people, as expressed in the saying "Health is wealth." This emphasizes that living in a physically and mentally healthy state is crucial, enabling individuals to carry out their daily activities.

In the current era of globalization, the world's population is required to master technology and communication in their lives, transcending geographical boundaries or what is often referred to as the global village. Utilizing the internet allows us to access all kinds of information. The presence of the internet introduces us to the concept of new media. New media refers to media that uses the internet, is technologically based online media, flexible in nature, potentially interactive, and can function privately or publicly (Mondry & Sikumbang, 2016).

According to Mochammad et al. (2018), a website is a location on a specific computer on the internet with a unique address called a URL (Uniform Resource Locator). The website consists of several pages or a collection of related web pages containing text, images, sound, or video. In the current era, people are inseparable from the use of technology, especially the internet (interconnected network). A website is a form of media accessible through the internet, serving as a means of information dissemination.

Health awareness is influenced by information about health. This information is typically obtained through various mass media. In terms of health communication, it is crucial for building health awareness. The purpose of health communication is to convey information or messages about health in human or societal life.

Researchers see health communication as practically contributing to health promotion and disease prevention in a specific area. Health information through mass media helps the public understand various aspects of health information or messages, health issues, and how to address both physical and non-physical health problems. Thus, researchers are interested in studying the effectiveness of mass media in building health awareness among students at Al Azhar 12 Islamic High School in Makassar. Al Azhar 12 Islamic High School in Makassar is one of the formal education institutions located in the heart of Makassar, in the Rappocini District, and was the first to confirm COVID-19 exposure in Makassar. This institution still implements a blended learning method. Additionally, the students and the behavior of the surrounding community likely exhibit various characteristics in consuming information from mass media. It is undeniable that the diversity of student backgrounds there may influence health awareness. The role of school counselors in building health awareness, especially in predicting the effectiveness

of mass media in consuming health information, is crucial.

This research aims to identify whether Al Azhar 12 Islamic High School in Makassar, through the consumption of online mass media, has an impact on a healthy lifestyle. This is particularly relevant considering the data indicating the diverse consumption of mass media, which may contribute to health awareness. The study refers to previous research relevant to the current research topic. Kusuma, N. P., Amiruddin, R., & Saleh, L. M. (2020), in their study on the Relationship of Social Media with Awareness of the Dangers of Smoking among High School Students in Makassar, concluded that there is a proven connection between content accessed through social media and adolescents' awareness of the health risks of smoking. This study focuses on the effectiveness of using mass media for health awareness, with the difference being the media studied and the research object—online mass media (Halodoc Health Website).

Choosing Al Azhar 12 Islamic High School in Makassar as the research object is deemed appropriate. The school's teaching and learning process involves sophisticated hotspot technology within the school environment. The selection of students from Al Azhar 12 Islamic High School in Makassar is based on We Are Social data from 2020, which indicates that the majority of active internet users are at the high school level. Students at Al Azhar 12 Islamic High School in Makassar also use the Halodoc Health Website as a means of communication, serving as one of the platforms to obtain health information.

Therefore, the researcher is keen on identifying and further examining the health communication process through online mass media (Halodoc Health Website) in building health awareness in achieving a healthy life. This forms the background for the research titled "The Effectiveness of Online Mass Media (Halodoc Health Website) in Building Health Awareness Among Students at Al Azhar 12 Islamic High School in Makassar."

1.2 Research Questions

Therefore, based on the background and previous research, this article asserts that building health awareness is inseparable from the media used daily. This article will evaluate and identify the intensity of the use of the Halodoc health website and students' attention to a healthy lifestyle. This implies that the use of online media becomes one of the orientations in fostering awareness of a healthy lifestyle. Thus, this research will address the question of the effectiveness and relationship between the use of the Halodoc health website in building health awareness among students at Al Azhar 12 Islamic High School in Makassar City.?

1.3 Purpose and Objective

This study aims to describe and identify the effectiveness of using the Halodoc health website in building health awareness. The objectivity of this research is that online media influences growing awareness of healthy lifestyles. Therefore, the Halodoc health website is an alternative platform that operates in the health sector. Managing various website features according to needs has the potential to be a stimulus and solution for students to build health awareness and adopt a healthy lifestyle.

2. Literature Review

Health Communication

Health communication encompasses information about disease prevention, health promotion, health maintenance policies, and business regulations in the health sector, aiming to change and enhance the quality of individuals in a community while considering scientific and ethical aspects. Thus, health communication involves applying communication concepts and theories in interactions related to health issues among individuals or groups. The primary goal of health communication is to induce a change in health behavior to improve overall health status.

Health awareness, or health consciousness, involves concern and attentiveness to become better and motivated to enhance, maintain, and preserve health and quality of life by adopting a healthy lifestyle. Awareness of health in younger individuals may differ from that in older individuals, especially concerning their daily life patterns. Therefore, it is necessary to approach conveying knowledge through mass media, as young individuals may not be fully aware of the importance of health awareness.

Health knowledge and behavior represent a person's response to stimuli or objects related to illness and disease, health service systems, nutrition, and the environment. This includes embracing a healthy lifestyle that considers all aspects of an individual's health condition, not just limited to dietary habits but also incorporating exercise and overall lifestyle choices. Health awareness in all health-related activities, including health promotion, is carried out through socialization, education, and the use of various media to provide understanding and awareness for all individuals, as well as setting an example by leaders, public figures, and mainstream media.

In this study, researchers employ the Uses and Gratifications Theory proposed by Elihu Katz, Jay G. Bumples, and Michael Gurevitch, which states that media users play an active role in selecting and using media. Media users actively participate in the communication process and are goal-oriented in their media consumption choices.

The Uses and Gratifications Theory empowers media users to decide which media to choose or consume, allowing them to interpret and integrate media into their lives. Users have a responsibility to select media that meets their needs. To understand why individuals use the media, Harold D. Laswell's three main functions of the media to the public are considered: (1) conveying information about events happening around them (surveying the environment), (2) providing perspectives on various matters, enabling the audience to understand their surroundings more accurately, and (3) transmitting social norms and customs by conveying traditions and social values to the audience.

3. Research Methods

The research method employed in this study is a quantitative approach. The study was conducted at SMA Islam Al Azhar 12 in Makassar with the postal code 90221. The research was implemented over approximately three months, from December 2021 to February 2022. In this research, the data collection technique involves the use of a questionnaire and documentation related to the study object, which is relevant to the research problem. Additionally, the researchers will collect documentation data from SMA Islam Al Azhar 12 in Makassar to obtain additional information regarding the use of online mass media via the Halodoc health website and other pertinent supporting data. The respondents in this study consist of all students from SMA Islam Al Azhar 12 in

Makassar City who utilize online mass media through the Halodoc health website.

4. Results and Discussion

4.1 Instrument Validity Test Results

Validity and reliability testing were conducted in this research by initially assessing the questionnaire distributed to 15 respondents (N=15). The first test focused on the questionnaire's validity, and upon obtaining valid results, a reliability test was then performed. Each questionnaire item was deemed valid if the calculated corrected item-total correlation (r) exceeded the critical r -table value at a 5% significance level (0.05) with a value of 0.514. Meanwhile, the reliability test was considered reliable if the alpha value exceeded 0.6. The results of the validity testing for the research variables indicated that all item correlation coefficient values with total scores (r_{iT}) were greater than the table correlation values. Therefore, the questionnaire items related to the use of Online Mass Media (Halodoc Health Website) and health awareness behavior were deemed valid for measuring these variables, establishing them as suitable data collection tools for this research.

Reliability Testing of Instruments: The summary of the research instrument's reliability testing results revealed that the variables related to the use of Online Mass Media (Halodoc Health Website) and health awareness behavior yielded a Cronbach's Alpha value greater than 0.6. Consequently, all questionnaire items related to these variables were deemed reliable and consistent in measuring the intended constructs, rendering them suitable for data collection in this research.

Descriptive Variables for Using Online Mass Media (Halodoc Health Website): The average scale of using Online Mass Media (Halodoc Health Website) among students at Al Azhar 12 Islamic High School in Makassar was 43.14. This categorization indicates that the scale of using Online Mass Media (Halodoc Health Website) among these students falls within the "very high" category. The highest frequency was observed in the 42.0 - 50.0 range, with 63 (81.8%) individuals falling into the "very high" category. Students with a high category on the scale of using Online Mass Media (Halodoc Health Website) were in the 34.0 - 42.0 interval, comprising 11 (14.3%) individuals. Additionally, students with a scale of using Online Mass Media (Halodoc Health Website) in the 26.0 - 34.0 interval were 1 (1.3%) person. There were 2 (2.6%) students with a low scale of use of Online Mass Media (Halodoc Health Website), and no students fell into the very low scale category.

Variables for Using Online Mass Media (Halodoc Health Website): According to the descriptive analysis results in Table 4.5, of the 77 students at Al Azhar Islamic High School 12 Makassar, a maximum of 49.4% strongly agreed that they were active users of Online Mass Media (Halodoc Health Website), while 48.1% agreed that they were active users of the platform. With an item average of 4.44, the majority of respondents strongly agreed that they were active users of Online Mass Media (Halodoc Health Website).

Descriptive Health Awareness Behavior Variables: In Table 4.15, the average health awareness behavior scale for students at Al Azhar 12 Islamic High School in Makassar is 42.44, categorizing the scale as "very high." The highest frequency was observed in the 42 - 50 range, with 53 (68.8%) individuals falling into the "very high" category. There were 21 (27.3%) students with a high health awareness behavior scale in the 34 - 42 interval. Furthermore, 2 (2.6%) students had a sufficient health awareness

behavior scale in the 26 – 34 interval. Students with a low health awareness behavior scale were 1 (1.3%) person in the 18 - 26 interval, while no students fell into the very low health awareness behavior scale range of 10 – 18.

Variable Perception of Health Awareness Behavior: Based on the descriptive analysis in Table 4.26, of the 77 students at Al Azhar Islamic High School 12 Makassar, up to 61% of respondents agreed that they considered health information regarding healthy lifestyle steps, such as consuming nutritious and balanced food, getting enough rest, managing stress well, and exercising regularly, to be very informative and easy to understand, aiding in building health awareness behavior. In contrast, 19.5% disagreed with the statement. The item average of 3.96 indicates that respondents consider health information on healthy lifestyle steps to be very informative and easy to understand, contributing to the development of health awareness behavior.

4.2 Analysis of the Effectiveness of Variables Using Online Mass Media (Halodoc Health Website) on Behavioral Variables to Build Health Awareness

(1) Testing the normality assumption of the effectiveness of using Online Mass Media (Halodoc Health Website) on health awareness behavior produces a Kolmogorov Smirnov test statistic of 0.070. The test results show that the probability is $>$ level of significance ($\alpha=5\%$). Thus the residual is declared to be normally distributed. This means that the normality assumption is fulfilled. (2) Testing the heteroscedasticity assumption of the effectiveness of using Online Mass Media (Halodoc Health Website) on health awareness behavior produces a probability that is greater than the level of significance ($\alpha=5\%$). The test results show that the residuals are declared to have a homogeneous variety. Thus the heteroscedasticity assumption is declared fulfilled.

4.3 Effectiveness of Online Mass Media Use Variables (Halodoc Health Website) on Health Awareness Behavior Variables

The coefficient of determination (R square) produced by the regression model of the effectiveness of using Online Mass Media (Halodoc Health Website) on health awareness behavior is 0.785. This means that the diversity of Y can be represented by the use of Online Mass Media (Halodoc Health Website) of 78.5%, or in other words the contribution of the use of Online Mass Media (Halodoc Health Website) to health awareness behavior is 78.5%, while the remaining 21.5% is the contribution from other factors not discussed in this study.

Simultaneous hypothesis testing of the effectiveness of using Online Mass Media (Halodoc Health Website) on health awareness behavior produces an F test statistic of 91.678. The test results show the test statistics $F > F$ table (3.13) or probability $<$ level of significance ($\alpha= 5\%$). This means that there is significant effectiveness in simultaneously using Online Mass Media (Halodoc Health Website) on the behavior of building health awareness in a healthy lifestyle by eating nutritious and balanced food, getting enough rest, managing stress well, and exercising regularly. (2) Partial Hypothesis Testing between the Use of Online Mass Media (Halodoc Health Website) on the Health Awareness Behavior Variable. Partial hypothesis testing on the use of Whatsapp Messenger on health awareness behavior produces a t-test statistic of 16,571. The test results show a probability $<$ level of significance ($\alpha= 5\%$). This means that there is significant effectiveness of the use of Online Mass Media (Halodoc Health Website) on

the behavior of building health awareness in a healthy lifestyle by eating nutritious and balanced food, getting enough rest, managing stress well, and exercising regularly.

4.4 Intensity of Use of Online Mass Media (Halodoc Health Website) among Students of Islamic High School Al Azhar 12 Makassar Makassar

The use of Online Mass Media (Halodoc Health Website) among teenagers cannot be separated because Online Mass Media (Halodoc Health Website) is easy to use. The frequency of use of Online Mass Media (Halodoc Health Website) among students based on Table 4.3 shows that the scale of use of Online Mass Media (Halodoc Health Website) among Al Azhar 12 Makassar Islamic High School students is in the "Very High" category.

This was also explained in the 2020 We Are Social research, that the use of media using the internet or online is the most widely used in Indonesia, with an average duration of use of 7 hours 59 minutes. So apart from that, the duration of using Online Mass Media (Halodoc Health Website) with an average of 30 - 90 minutes can build health awareness behavior. From the results of research and discussion using the uses and gratifications theory, this theory gives media users the power to decide which media to choose or consume. Media users are responsible for choosing media to meet their needs. The media users in question are students of Al Azhar 12 Makassar Islamic High School who choose Online Mass Media (Halodoc Health Website) to take action on behavior to build health awareness by eating nutritious and balanced food, getting enough rest, managing stress well, exercising regularly, Apart from that, the Al Azhar 12 Makassar Islamic High School student is responsible for the Online Mass Media (Halodoc Health Website) which is selected by using it according to its function, namely to meet the needs and satisfaction of other Online Mass Media (Halodoc Health Website) users.

The feature of sharing information and experiences as well as direct sharing with health experts provided by Online Mass Media (Halodoc Health Website) makes it easier for students to fulfill their needs for interaction, etc. This shows that the use of Online Mass Media (Halodoc Health Website) is very easy to use and meets students' needs.

4.5 Al Azhar 12 Makassar Islamic High School Students' Attention to Online Mass Media (Halodoc Health Website) Towards Healthy Lifestyles

According to Kotler, as mentioned in the journal by Sufa et al. (2017), a healthy lifestyle is an individual's way of life manifested in their daily activities, interests, and opinions. It reflects the comprehensive behavioral pattern of an individual in their everyday life. The research findings indicate that 77.9% of students strongly agreed that they take the initiative to seek information about adopting a healthy lifestyle, including consuming nutritious and balanced food, getting sufficient rest, managing stress effectively, and engaging in regular exercise. Additionally, beyond adopting these behaviors, students also actively share, convey, and explain health information related to a healthy lifestyle. The research reveals that up to 62.3% of respondents agree with this practice.

4.6 Halodoc Health Website in Building Health Awareness among Al Azhar 12 Makassar Islamic High School Students

After conducting simultaneous hypothesis testing or the F test, it has been demonstrated that the variable of using Online Mass Media (Halodoc Health Website) exhibits significant effectiveness in building health awareness. The research results further indicate that all dimensions of these two variables demonstrate significant effectiveness. This is supported by the distributed questionnaire, with the t-test statistical result showing 16.571. The test results reveal that $|t\text{-test statistics}| > |t\text{ table}|$ or probability $<$ the level of significance ($\alpha = 5\%$). Therefore, there is significant effectiveness in using Online Mass Media (Halodoc Health Website) to foster health awareness.

Subsequently, based on the research findings and discussions, there is a significantly positive effectiveness in building health awareness. This implies that the higher the usage of Online Mass Media (Halodoc Health Website), the greater the likelihood of developing health awareness. Ultimately, the effectiveness of using Online Mass Media (Halodoc Health Website) encourages its users to feel satisfied after engaging in health awareness behavior, encompassing adopting a healthy lifestyle by consuming nutritious and balanced food, getting sufficient rest, managing stress effectively, and engaging in regular exercise. This aligns with the Use and Gratification Theory, where the effectiveness of using Online Mass Media (Halodoc Health Website) in building health awareness is linked to the satisfaction experienced when performing these actions. In this study, the null hypothesis (H_0) was rejected, and the alternative hypothesis (H_1) was accepted, indicating that "There is significant effectiveness between the use of Online Mass Media (Halodoc Health Website) in building health awareness in a healthy lifestyle by eating nutritious and balanced food, getting enough rest, managing stress well, and exercising regularly among students at Al Azhar Islamic High School 12 Makassar."

5. Conclusions and Recommendations

Based on the research findings, testing, and discussions on "The Effectiveness of Online Mass Media (Halodoc Health Website) in Building Health Awareness," the following conclusions can be drawn. (1) It has been proven that there is significant and tangible effectiveness in using Online Mass Media (Halodoc Health Website) to build Health Awareness in a healthy lifestyle, encompassing habits such as consuming nutritious and balanced food, getting sufficient rest, managing stress effectively, and engaging in regular exercise. This indicates that the utilization of Online Mass Media (Halodoc Health Website) can influence users in developing Health Awareness. This is commonly observed on Online Mass Media (Halodoc Health Website) when students share their stories and experiences, disseminate information, and engage in online conversations with doctors. (2) The contribution of students actively using online mass media (Halodoc Health Website) is 49.4%. This significantly impacts and supports Al Azhar 12 Makassar Islamic High School students in fostering Health Awareness within a healthy lifestyle, including habits such as consuming nutritious and balanced food, getting sufficient rest, managing stress effectively, and engaging in regular exercise, as evidenced by a score of 42.44%. This indicates that the Health Awareness behavior scale among Al Azhar 12 Makassar Islamic High School students falls within the Very High category.

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