

The Implementation of Communication Strategy on the BIONS YouTube Channel in Introducing Health Communication in the Digitalization Era

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ABSTRACT

YouTube has become a widely used platform for accessing entertainment, information, and news without duration limits. Given the poor quality of some health-related content on YouTube, it is necessary to conduct research to improve health education communication standards on the platform. This study employs a qualitative case study approach to explore the application of the AIDDA Model in enhancing communication on the YouTube channel Inspirational Online Talk (BIONS) Series, specifically episodes 136-141, which focus on health communication. The AIDDA Model encompasses five stages: Attention, by sharing updated information on social media; Interest, by featuring expert sources; Desire, through a persuasive, friendly approach and prize draws to encourage interaction; Decisions, by considering viewer responses as social proof of the channel's credibility; and Action, indicated by audience engagement through likes, comments, subscriptions, and shares. The study reveals that BIONS effectively enhances health communication by adhering to these stages. Key factors for successful communication strategies on BIONS include the accuracy of information, audience engagement, creative presentations, and easy-to-understand language. Additionally, the research underscores the need to continually update video topics by identifying relevant subjects, monitoring trends, and using credible sources to ensure accuracy and sustainability. This responsible approach highlights the importance of fact-checking and combating misinformation in the digital era.

Keywords: *Communication strategy, health communication, AIDDA Model, YouTube, education.*

INTRODUCTION

An increase in access and availability of online sources that provide advice and knowledge on a wide range of health-related issues, directed at prevention, treatment, and/or recovery, is a notable phenomenon. The information technological innovations offered by Google, known as YouTube, provide opportunities for health care education through video sharing and interactive communication options. Sultan and Amir (2024) concluded that digital media holds significant potential for involving communities in the development and execution of health programs. However, issues such as data privacy and confidentiality must be carefully considered when using digital media for health communication in Indonesia. Additionally, the study addresses the challenge of the "infodemic," which refers to the spread of false or misleading health information online. It highlights the need for improved regulations and guidelines to ensure the reliability and credibility of health information shared through digital platforms.

According to van Servellen (2020), effective communicative behavior with other health professionals is essential in this era of increased inter-professional collaboration. Although numerous information sources are available online, healthcare providers must assist patients and their families in navigating this information. It is crucial to exercise caution

when using information from websites that may not seem official or trustworthy. The source of the information and its validity are not always clear. Health professionals should inquire about what patients have read, and how they interpret it, and provide them with additional, more reliable resources to address their questions.

According to the National Health Information Trends Survey (HINTS, 2017), within the preceding 12 months, 71.9% of adults in the United States used the Internet to look for health-related information for themselves. On their tablets or smartphones, 47.4% of users have one or more health and fitness applications. In addition to using wearable electronic devices for their health, 14.4% of people posted health-related information on social media, 36.7% viewed health-related videos on YouTube, and 36.5% received text messages from doctors or other healthcare professionals. YouTube has emerged as a widely used medium for accessing entertainment, information, and news content without duration limitations. Its ease of access further facilitates public engagement with video-based media for both entertainment and information-seeking purposes (Vardya & Nurhajati, 2022).

The Indonesian Ministry of Health uses the YouTube platform to share health-related information with the general population, especially in Indonesia, addressing issues such as COVID-19 case detection, treatment, and vaccination. A study conducted by Prasanti and Indriani (2022) analyzed the video titled "Press Statement: COVID-19 Handling Update in Indonesia," which attracted 4,463 viewers, including healthcare professionals, journalists from various media, representatives from cities/districts, and the general public. The research found diverse health literacy levels represented in the interweaving comment threads. These responses ranged from passive observation to controversial criticisms regarding the effectiveness of COVID-19 management efforts conducted by the Indonesian Ministry of Health, which have not yet yielded satisfying results. Hong et al. (2021) also found that during the COVID-19 pandemic, with social distancing and reduced in-person interactions, people have increasingly depended on mediated channels like mass media and social media for information and social norms. Platforms like YouTube now play a more significant role in influencing health information consumption and health behaviors.

Similar trends have been seen in several nations, including the United States of America (USA). The results of Jacques et al.'s (2022) study indicate that videos developed by TV/internet-based news sources and consumers accounted for the majority of the highly viewed videos. In contrast, videos developed by health professionals represented a minority of the referenced sample (9%). This demonstrates that YouTube is used by the public to learn about COVID-19 developments. Another interesting finding is that videos made by the general population received more views than those made by healthcare professionals. This reveals a significant knowledge gap in communicating with the public regarding public issues or health issues.

Research conducted by Mulyana et al. (2018) on the use of health information sources among the rural poor found that they are often faced with difficult conditions and situations because they don't have savings for medical expenses. So they choose to delay treatment and prioritize the cost of food needs because it cannot be delayed, while hoping for healing if a family member is sick by doing makeshift treatment such as giving bitter tea, clear water or buying certain drugs sold at the nearest stall. If their family suffers from a serious illness, they can generally only surrender, pray, while looking for cheaper treatment, but tend to choose treatment to traditional experts who are sometimes clairvoyant. For any party that aims to participate in the development of the poor, they should pay attention to the basic needs that

are still a very dominant part of their daily lives, namely that medical treatment can be delayed while eating cannot be delayed. Sources of information from the media should be increased and socialized intensively, so that poor families have health information on standby at home, which can be useful at any time.

Based on the explanations provided, it can be seen that YouTube plays a very important role as a medium in delivering information to the public. The YouTube channel, namely "*Bincang Online Inspiratif*" (abbreviated BIONS), is a well-known YouTube channel that actively disseminates knowledge about health in collaboration with various institutions to educate the public. It is a non-profit initiative driven by concern and dedication to providing information to the public across various disciplines. The content consists of inspiring and up-to-date series, presented by competent communicators specialized in their respective fields.

The BIONS event concept is conducted entirely online, engaging speakers in discussions through internet networks. This format allows both speakers and the audience to participate more flexibly. The target participants can be from anywhere, not limited to Indonesia, but reaching audiences worldwide. The term 'Inspirative' conveys the idea that the discussions in BIONS are meant to provide valuable information and inspire individuals to share beneficial knowledge within their circles. Thus, by implementing this concept, BIONS seeks to become an attractive and creatively distinctive YouTube channel. Liliweri (2018) explained that health communication is the study of communication strategies to disseminate health information that affect individuals and communities, with the aim of influencing them to make decisions about health management. Health communication can also be defined as a field of study that emphasizes the role of communication theories applicable to research and practice related to health promotion and healthcare.

The BIONS series episodes 136–141, which cover healthcare communication, are among the interesting subjects that drew the author's attention for investigation in this paper. These episodes discuss the importance of communication artistry in conveying health issues, effective communication for disease detection, the significance of two-way communication in the healthcare field, the role of information technology and communication in health, and the impact of healthcare communication on enhancing individual quality of life and health. The World Health Organization (WHO, 2024) defines health as "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." Thus, messages that convey meaning in relation to physical, mental, and social factors are included in healthcare communication. The research aims to explore the implementation of communication strategies by the BIONS YouTube channel in introducing healthcare communication in the age of digitalization and provide a general analysis of the importance of health service communication and its correlation with technology.

LITERATURE REVIEW

The AIDDA Model

The AIDDA model, known as the A-A Procedure or the Awareness to Action Procedure, was introduced by Wilbur Schramm. Cangara (2019) explains that AIDDA is an acronym for Awareness, Interest, Desire, Decision, and Action.

- a. Awareness is the initial step that a communicator must undertake when targeting an audience, showing and making the audience aware of the usefulness of a product, item, or idea (concept) offered. This prompts them to seek and pay attention to it.

- b. Interest refers to the emergence of curiosity or a desire to know more about something that captivates consumers. It occurs after creating awareness and generates a sense of attraction toward the subject matter.
- c. Desire is a process that occurs after consumers become aware of the offered product, item, or idea. During this stage, marketers evoke emotional connections with the target audience through persuasive means, further intensifying their desire or willingness to follow the communicator's recommendations.
- d. Decision represents the conviction that drives individuals to take action. It is the pivotal point where the individual is motivated to act based on their interest and desire.
- e. Action signifies the concrete steps taken to materialize the beliefs and interest in something.

The AIDDA model encompasses a psychological process involving the audience. The first step to encourage the audience to take action is to raise their awareness, which is a foundational element of successful communication. Once awareness is established, the next step is to stimulate interest, which represents a higher level beyond awareness. Interest serves as a continuation of awareness and acts as a starting point for the emergence of desire to engage in the activities encouraged by the communicator. However, merely having the desire is insufficient for the message recipients; it must be followed by a decision to take action that aligns with the communicator's expectations.

Communication Strategy

According to Parvanta and Bass (2020), there are three basic action words in health communication: engage, inform, and persuade. A practice strategy can be described as an approach or tactic, as it is a planned process to achieve an overall communication goal of engagement, information, or persuasion. Older economic models operated on the assumption that individuals make decisions based on self-interest logic. Given any choice, a 'rational' decision maker will select the option that benefits them more than it costs. Grasping the characteristics of different audiences and their specific needs is crucial for creating impactful health communication. Individuals approach health with varying beliefs, skills, and attitudes shaped by their experiences and cultural backgrounds.

These days, we have multiple media options to attract specific audiences, such as traditional media channels (television, radio, print/magazines, billboards, and transit ads), or digital and social media. According to Parvanta and Bass (2020), there are four main criteria to use when selecting communication channels for health communication: (1) Which communication channels does your target audience use and have access to?; (2) Which communication channels does your target audience say they like?; (3) Which communication channels are most effective for communicating the content and images to the audience?; (4) Where is your audience in its stage of behavior adoption (e.g., ready to act vs. just contemplating), and which communication channels might be most effective in moving them?

Labelle and Waldeck (2020) explained that strategic communication has since come to be understood as the practice and study of deliberate and purposive communication that organizations engage in to reach their goals. Strategic communication scholars aim to describe, explain, and predict the practice of strategic communication and its impact on society, organizations, and individuals.

In communication strategies, the role of the communicator is crucial. Hence, communication strategies must have high flexibility so that communicators, as implementers, can quickly adapt and overcome obstacles that arise during the implementation of the communication strategy.

Health Communication

Health communication is a dynamic scientific field that delves into the intricacies of communication concerning health-related matters. It serves as a burgeoning discipline encompassing a wide range of verbal and nonverbal strategies that influence individuals, populations, and communities in their pursuit of health-related goals and health promotion efforts. Health communication also plays a pivotal role in implementing social marketing initiatives geared towards modifying the behavior of individuals, populations, and communities to promote positive health outcomes (Junaedi, 2018). The field of health communication continuously evolves, driven by advancements in technology, media platforms, and communication strategies. It addresses diverse health issues, ranging from disease prevention and health promotion to risk communication and patient education. The application of effective communication techniques is integral in bridging the gap between healthcare providers, policymakers, and the public, facilitating the dissemination of accurate and relevant health information.

In the era of digitization, health communication harnesses the power of various communication channels, such as social media, online platforms, and digital campaigns, to reach broader and more diverse audiences. The integration of technology in health communication initiatives has led to innovative approaches that engage and empower individuals to take an active role in managing their health and well-being. O'Hair (2018) also conveyed that even with the rapid development of digital media, many audience members have taken on the role of news creators or journalists (Kim et al., 2016).

Overall, health communication serves as a vital cornerstone in public health efforts, offering a comprehensive and multidisciplinary approach to address health-related challenges and advance the well-being of individuals and communities worldwide. Through effective communication strategies and innovative technologies, health communication continues to shape the future of health promotion and disease prevention, driving positive health outcomes and fostering informed and empowered communities.

Through the application of these comprehensive communication approaches, health communication aims to effectively disseminate vital health information, promote behavior change, and empower individuals and communities to make informed decisions about their health and well-being. By utilizing a combination of modern and traditional communication methods, health communication endeavors to reach diverse audiences and bridge gaps in health knowledge and understanding. The evolution of communication technologies and platforms has further expanded the reach and impact of health communication initiatives, fostering increased engagement and interaction among healthcare providers, policymakers, and the public.

Incorporating the A-A Procedure and leveraging a wide range of communication approaches, health communication continues to play a pivotal role in advancing public health efforts, promoting healthy behaviors, and contributing to positive health outcomes for individuals and communities worldwide. The continual innovation and adaptation of

communication strategies ensure that health communication remains a dynamic and influential field in public health and health promotion.

The Role of Technology in Health Communication

Numerous studies have extensively explored the utilization and effectiveness of diverse media platforms, including YouTube, Instagram, Twitter, and others, as technological tools for generating various effects among different populations. These effects encompass increased awareness, enhanced connectedness, improved self-efficacy, behavior change, and the promotion of healthy lifestyles. The widespread adoption of digital media and communication technology in the realm of health has spurred significant interest in understanding its impact on diverse age groups, including children, teenagers, and adults. These studies collectively contribute to the evolving landscape of health communication and shed light on the potential benefits and challenges associated with the integration of digital media in health promotion initiatives.

According to Thompson and Harrington (2022), YouTube is an immeasurable source of health-related videos, created by the public, individuals with specific health conditions, professionals, vendors, institutions, and agencies. Users can rate the videos' quality and leave comments, making these videos an invaluable resource for health studies. With the increasing reach of technology for seeking, receiving, and generating health communication, Trethewey in Thompson and Harrington (2022) emphasizes the need for a review of communication concepts such as sources and credibility, quality, privacy and access, and user interactions. In line with this, Shit et al. in Thompson and Harrington (2022) also explain that health information is often disseminated through various aggregator sites and multi-layered sources within social media, where message recipients have the potential to create massive impacts through forwarding, linking, reposting, and recommending. This emphasizes the urgency for medical professionals to be vigilant and proactive in disseminating credible health information, verifying the accuracy of social media posts, strategically infiltrating online echo chambers, and conducting prevention campaigns.

METHODOLOGY

This study employs a qualitative approach, to generate descriptive data that shed light on the observed phenomenon (Moleong, 2021). The researcher adopts a case study method to thoroughly investigate, describe, and comprehensively explain the phenomenon concerning the implementation of communication strategies on the BIONS YouTube channel in the context of introducing healthy communication in the digital age.

Data for this study are collected from diverse sources, encompassing both primary and secondary data. Primary data are gathered through interviews, direct observations, and interactions with key stakeholders involved in the BIONS YouTube channel. Secondary data, on the other hand, are acquired from various relevant literature, such as academic articles, reports, and online sources, which serve as a vital foundation for the study's theoretical framework.

The data analysis process utilizes the Miles and Huberman model, which consists of three interconnected stages: data reduction, data display, and conclusion and verification. During data reduction, the researcher systematically organizes, categorizes, and condenses the vast amount of collected information to identify the most significant themes and patterns.

Data display involves presenting the findings through visual representations, such as tables, to facilitate a comprehensive understanding of the data.

To ensure the validity and credibility of the study, source triangulation is employed. This entails comparing and cross-referencing interview results obtained from different informants to corroborate the findings and enhance the overall reliability of the data. Moreover, the researcher diligently cross-checks the interview findings with relevant literature to produce valid, reliable, and consistent data that align with the existing body of knowledge on health communication and the AIDDA Theory as used in this study.

By employing a rigorous qualitative approach and utilizing established data analysis techniques, this study aims to provide valuable insights into the successful implementation of communication strategies on the BIONS YouTube channel for promoting health communication in the digital age. The findings will contribute to a deeper understanding of effective health communication practices in the digital era and may serve as a reference for similar initiatives in the field.

RESULTS AND DISCUSSION

Internet-based media technology has revolutionized people's lives, particularly in addressing daily challenges and fulfilling various needs. The fields of communication technology and health have particularly witnessed incredible advancements, providing unparalleled convenience to the public. One example of evidence that YouTube has successfully provided convenience for the public in obtaining information is research by Martini et al. (2022), which states that based on a literature study of 10 articles, it can be concluded that social media, including YouTube, is an effective platform for providing information and education, especially in preventing the spread of COVID-19 through the implementation of health protocols. This is expected to change people's behavior, making them more aware of COVID-19 prevention measures.

Additionally, research conducted by Sembada et al. (2022) supports this, stating that online media through the internet has great potential for health promotion and other health interventions, and it is easier to reach the adolescent target audience. Furthermore, several empirical pieces of evidence have shown the effectiveness of utilizing online media in health promotion efforts aimed at enhancing understanding and providing support to adolescents for healthy behaviors during the COVID-19 pandemic.

Meanwhile, other studies, such as the one conducted by Jamri et al. (2021), show the success of social media in health communication strategies. The study states that AADK's (Malaysian National Anti-Narcotics Agency) use of social media in the campaign is considered appropriate in the context of its use by the public, including adolescents, for information-seeking purposes. AADK is considered successful in maximizing the use of social media to convey information about the dangers of drug abuse through its campaign promotion programs and strategies.

In this context, the researcher conducted a comprehensive analysis of communication strategies employed on the BIONS YouTube channel to introduce health communication in the digital era, using the AIDDA Model as the guiding framework. This study defines communication strategies as the systematic process of formulating long-term plans and developing effective approaches to achieve predetermined goals. The primary focus is on analyzing the application of the AIDDA Model in shaping communication strategies on the BIONS YouTube channel to promote health-related content in the era of digitalization.

To accomplish this analysis, the researcher delved into various literature, sought relevant references, and conducted interviews to gain deeper insights into the implementation of communication strategies on the BIONS YouTube channel. The study seeks to ascertain how the AIDDA Theory has been used as a reference point to structure the channel's content and engagement methods in the context of health communication. By exploring the integration of the AIDDA Theory within the BIONS YouTube channel, this research aims to provide valuable insights into effective communication practices in the digital age. The findings are expected to shed light on how a well-executed communication strategy can significantly impact audience engagement, foster a sense of community, and promote health-related content effectively in the ever-evolving landscape of digital media technology..

a) Awareness

The YouTube channel BIONS is dedicated to raising audience awareness by leveraging the potential of social media to disseminate the latest information and activities. Demonstrating a keen understanding of the digital era, BIONS strategically utilizes social media as a powerful tool to effectively capture the audience's attention. As skilled content creators, they employ various tactics to engage the audience and entice them to watch each episode.

BIONS achieves this by focusing on trending and informative topics, meticulously avoiding hoaxes and content related to sensitive issues. By curating content that is both relevant and reliable, the channel gains the trust of its viewers, ensuring a loyal and engaged audience.

In the captivating episodes 136-141, BIONS delivers compelling discussions and informative messages to the public. The topics covered during this period encompass the significance of communication art in effectively conveying health issues, the role of health communication in enhancing individuals' quality of life and well-being, the impact of information and communication technology on healthcare, the crucial role of two-way communication in the healthcare field, and effective communication strategies for the early detection of acute heart attacks.

Through these thought-provoking and informative discussions, BIONS reinforces its position as an authoritative source of health-related content. By addressing pertinent and trending subjects, the channel sustains the audience's interest and encourages them to actively participate in each episode. This strategic approach further solidifies BIONS' reputation as a reliable platform for health communication, drawing viewers back for more enriching content.

Overall, BIONS skillfully navigates the digital landscape, utilizing social media to create a substantial impact on the audience's awareness and knowledge of crucial health-related topics. Their commitment to presenting engaging and trustworthy content ensures a dedicated following, making BIONS a prominent player in health communication within the digital age. Many types of content can be interesting on the BIONS YouTube platform, depending on individual interests and preferences. Here are some contents of Health Communications in BIONS Series:

Tabel 1: The topic of health communications in BIONS series

No	BIONS Series	Topic	Speakers	Position	Registration Audiences	View	Like	Comment	Video URL
1	Series 136	The Importance of Communication Arts in Conveying Health Issues	Dr. Mursyid Bustami, Sp.S(K), KIC., MARS	President Director -National Brain Center Hospital Prof. Dr. Mahar Mardjono - Jakarta	190	1,145	179	80	https://YouTube.com/live/bwOK_ffeveQ
2	Series 138	Health Communication Enhances People's Health & Quality of Life	Dr. Ockti Palupi Rahayuningtyas, MPH., MH.Kes	President Director- Children's & Mother's Hospital Harapan Kita - Jakarta	171	1,112	184	51	https://YouTube.com/live/iKsUWIMpxsc
3	Series 139	Effective Communication for Early Detection of Acute Heart Attack	Kolonel Ckm Dr. Ismi Purnawan, Sp. JP (K), M.A.R.S., FIHA	Director of Health Professionals - RSPAD Gatot Soebroto	284	2,654	322	19	https://YouTube.com/live/PAe0Cd4lw8I
4	Series 140	Two-Way Communication and Its Importance in the Health Sector	Dr. Lies Dina Liastuti, SpJP(K), MARS., FIHA	President Director - Cipto Mangunkusumo Hospital	237	1,213	19	26	https://YouTube.com/live/jmQDAaT8wnA
5	Series 141	The Role of Information & Communication Technology in Health	Dr. Artha Camelia, MHA., MPH	UNICEF Health Specialist	123	2,051	60	49	https://YouTube.com/live/T2NIM8KNwMA

Based on Table 1 regarding the discussed themes in BIONS across several sessions, it is hoped that they can provide satisfaction for the audience. Customer satisfaction, according to Nafisa and Sukresna (2018), is a level where the needs, desires, and expectations of customers are met, resulting in repeat purchases or continued loyalty. Satisfaction in the context of information technology literature refers to the effect on continuous use intention in the YouTube environment (Cho et al., 2023). From this perspective, it is evident that BIONS aims to provide satisfaction to its audience by implementing interesting topics in the field of health, thereby allowing its audiences to have a good experience in the realm of health sciences.

The internet and eHealth literacy are important in all forms of online health information seeking, regardless of the sources or medium involved. eHealth literacy skills are essential in ensuring that the health information retrieved from specific health portals or websites is relevant to the interest of the audience and serves the purpose of online health information seeking (Mazlan et al., 2021). Other research has also found that providing interesting information or messages is crucial. One of the findings is that messages conveyed should be able to capture the audience's attention and stimulate both their emotional and rational sides by including images, testimonials, and arguments supported by scientific evidence (Maulida et al., 2020). Meanwhile, Qian et al. (2023) stated that by employing thematic analysis to examine the content of diaries from participating parents, a better understanding of the factors that influence the intention to engage in behaviors related to child obesity prevention can be obtained. The design of effective health communication strategies that are more aligned with the needs of ordinary parents aims to enhance their engagement and foster healthy habits in children. From this perspective, it is evident that BIONS has the responsibility to be sensitive and precise in selecting topics that are interesting and useful for its audience.

Nana Sofiana, M.Kom, an IT lecturer at Pandeglang and a BIONS content observer, stated that research is needed to update the topics for upcoming videos on YouTube. This requires the following steps: (1) Identify the appropriate topic: Specify the topic you want to discuss in the next video; (2) Monitor trending topics: Use the trending feature on YouTube or other platforms like Google Trends to see what topics are popular or widely sought by users. It helps to understand what is trending among the audience; (3) Use trusted news sources and publications: Do not hesitate to search for information from trusted news sources or academic publications to ensure the accuracy and sustainability of the topics you will be discussing. Previous research from Zhu et al. (2023) examined the Persuasive Effects of Health Communication in Short Videos, found that identifying relevant topics and appropriate themes was effective in persuasive outcomes for health communication in short videos. Striking a delicate balance between garnering attention and persuading through short videos may present a challenge for health practitioners.

b) Interest

To cultivate and sustain audience interest, the YouTube channel BIONS employs a strategic approach by inviting relevant and distinguished speakers or experts who align with the topics being discussed. This deliberate selection of national experts not only piques the audience's curiosity but also ensures a consistently engaged viewership for every BIONS program. By featuring renowned speakers, the channel aims to foster engaging discussions and in-depth

conversations, providing the audience with valuable insights that might not be readily available through other media platforms.

Moreover, the utilization of appropriate, effective, and concise language further enhances the audience's interest and comprehension. BIONS takes care to communicate in a manner that is easily understandable and avoids technical language that may alienate viewers. As stated by Pagano (2017), once we realize that almost all of our healthcare interactions are interpersonal, the importance of understanding the theories and skills needed to be an effective communicator becomes very clear. Additionally, it is essential for providers to recognize that they operate within a cross-cultural field (Pagano, 2015). By presenting the content in a relatable and accessible manner, the channel fosters a strong connection with its audience, encouraging them to actively follow and participate in its programs.

Often, health information can feel complicated and confusing for many people. The task of the resource person as an information provider is to make it easier to understand by sharing tips and tricks on how to convey health messages in a simple and easy-to-digest way. As a health practitioner, the resource person believes that good knowledge must be accompanied by the ability to convey information clearly and precisely. As stated by DR. Dr. Artha Camellia, MHA, MPH:

I also often convey communication patterns via social media. Social media allows me to provide education and raise awareness in communicating about relevant health issues, as I can use the platform to disseminate information about disease prevention, management of medical conditions, and other health measures.

In a recent series of episodes (Episodes 136-141), BIONS featured distinguished speakers who are experts in their respective fields. Notable personalities included Dr. Mursyid Bustami, Sp.S(K), KIC., MARS (President Director - National Brain Center Hospital Prof. Dr. Mahar Mardjono - Jakarta), Dr. Ockti Palupi Rahayuningtyas, MPH., MH.Kes (President Director - Children's & Mother's Hospital Harapan Kita - Jakarta), Dr. Artha Camellia, MHA., MPH (UNICEF Health Specialist), Dr. Lies Dina Liastuti, SpJP(K), MARS., FIHA (President Director - Cipto Mangunkusumo Hospital), and Kolonel Ckm Dr. Ismi Purnawan, Sp. JP (K), M.A.R.S., FIHA (Director of Health Professionals - RSPAD Gatot Soebroto).

The deliberate selection of such reputable speakers amplifies the credibility of the channel's content and entices the audience to actively tune in to these enriching discussions. By consistently featuring experts in their respective fields, BIONS establishes itself as a reliable and authoritative source of information, captivating and retaining the interest of its viewers. This strategic approach reinforces BIONS' position as a leading platform for health-related discussions, motivating the audience to stay connected and engaged with the channel's future programs.

Expert speakers in their respective fields play a crucial role in the audience's acceptance of the information provided, leading the audience to eventually decide to follow the guidance given by the speakers. An example is a study on the important role of health communication expert Dr. Zaidul Akbar on social media, which explains the effects on message recipients in the form of cognitive, affective, and behavioral effects classified into five levels: the knowing level (pre-contemplation), the accepting level (contemplation), the

accepting but not yet implementing level (decision), the implemented but not consistent level (action), and the consistent implementation level (maintenance) (Maulida et al., 2020). This explanation illustrates that the health communication carried out is effective because many social media audience members progress from the knowing or understanding phase to consistently following the expert's guidance.

Besides the presence of expert speakers in the field of health, effective communication between the speakers and their audience is also crucial. Before creating effective communication, it is important to first understand the meaning and models of communication to ensure that the process runs smoothly. According to Holtzhausen et al. (2021), communication is the transfer of meaning from one party to another using mutually understood signs, symbols, and language. According to O'Rourke (2014), communication is a process that involves several basic principles. These principles are consistent across time and cultures, across organizations and professions, and across nations and economies. From these explanations, it can be concluded that communication is a process of transferring meaning between two or more people.

For communication to be effective, the Transmission Model serves as its foundation. It illustrates a circular movement of messages from a sender (in the top left corner of the model) to a receiver (in the top right corner of the model) and then back again from the receiver to the original sender. The message travels through a channel (or medium) and must compete with noise that occurs during the process, which may interfere with the communication (Holtzhausen et al., 2021).

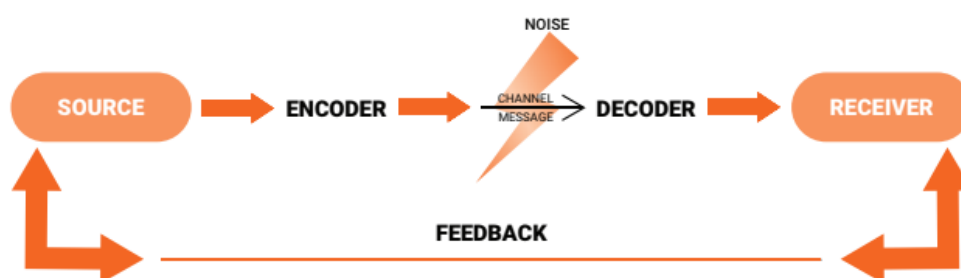


Figure 1: Transmission model (Holtzhausen et al., 2021)

From the explanation above, the communication conducted by BIONS to its audience, where the speakers act as the encoders and the viewers as the decoders through the YouTube channel, involves interaction between the speakers and the audience throughout the event, including feedback exchanged between them.

c) *Desire*

The YouTube channel BIONS adopts a persuasive approach by employing friendly language when interacting with both speakers and the audience, fostering a warm and welcoming atmosphere. They frequently address the audience with endearing phrases like "*Sahabat BIONS*" / "Dear BIONS Friends," creating a sense of camaraderie and familiarity. This friendly approach is essential as it instills happiness and comfort among viewers, making them feel valued and connected to the channel through these heartfelt greetings.

In addition to the personalized interactions, BIONS further enhances the audience's sense of belonging and emotional connection by organizing lucky draws. These events aim to

solidify brand loyalty, cultivating a strong attachment between the audience and the BIONS YouTube channel. The audience's loyalty, in turn, drives their consistent participation in live streaming sessions and encourages them to stay engaged with BIONS over time.

Here are some positive comments or responses given by several BIONS audience members when they received the Lucky Draw. The first audience member expressed:

Thank you, BIONS Team, for the informative session, it was very beneficial... Also, thank you for the gift, wishing BIONS continued success.

In addition, another audience member stated:

Alhamdulillah, I received a souvenir T-shirt from the BIONS event, may the event continue to be successful.

Another example of a comment from Audience 3:

Didn't expect to receive a gift from BIONS, it's even more beneficial. Thank you.

These responses from the audience indicate that they enjoyed the BIONS event because, besides gaining knowledge, they also received interesting gifts. By integrating these effective strategies, BIONS successfully nurtures a profound bond with its audience, fostering sustained engagement and devotion to the channel. The channel's dedication to creating a friendly and inclusive environment strengthens its position as a trusted source of health-related content, prompting viewers to remain actively involved in the community fostered by BIONS. Overall, the persuasive and community-focused approach of BIONS exemplifies the power of building meaningful connections with the audience, driving brand loyalty, and establishing a sustainable platform for health communication in the digital age.

d) Decision

BIONS Series is a non-profit activity that has concern and contribution in presenting information to the public across various disciplines. This channel delivers a number of inspirational contents with influential figures as the communicators. Among the paired BIONS episodes, many contents have received positive responses from viewers, especially those related to health communication for the common people. One of the positive comments was given by @putraagungjaya3255 regarding BIONS Series 138, stating:

Apart from conveying messages, health communication also includes activities to disseminate health information to the public, aiming to achieve healthy living behavior, create awareness, change attitudes, and motivate individuals to adopt recommended healthy behaviors as the main goal of health communication.

Another comment came from @srirahmisarirembulan7848, argued that:

This is really cool... Looking forward to the next video." BIONS Series 139 also received positive feedback, including one from @agungpatera7446, who said,

"Thank you to Kolonel Ckm dr. Ismi Purnawan, Sp. JP (K)., M.A.R.S., FIHA, Director of Health Professionals - RSPAD Gatot Soebroto for the discussion on Series 139, Effective Communication for early detection of acute heart attacks, which provided accurate and beneficial information.

Another comment from @agungpatera7446 on BIONS Series 136 mentioned:

Thank you to Dr. Mursyid Bustami, Sp.S(K)., KIC., MARS - President Director - National Brain Center Hospital Prof. Dr. Mahar Mardjono - Jakarta , it was truly beneficial. Best wishes for Dr. Mursyid's good health.

These comments describe the audience's interest in watching the content provided by BIONS, and they are looking forward to future episodes. Based on an interview with Dimas Abriyanto, a supervisor in healthy food, he obtained some suggestions to improve BIONS content that discusses health communication to be more effective: (1) Information Accuracy: Content creators must verify the accuracy of information before sharing it. Inappropriate information can be confusing and even dangerous to the audience; (2) Audience Involvement: Encourage more interaction with the audience. Ask questions, seek opinions, and encourage active discussion. This will help build a stronger and more supportive community; (3) Creativity in Presentations: Use a wide variety of content formats to keep the audience interested. For example, create infographics, short videos, or invite the audience to participate in a health challenge; (4) Use Easy-to-Understand Language: Avoid the use of medical jargon that is difficult for the public to understand. Use simple and familiar language to convey information more effectively.

e) Action

According to the owner of the YouTube channel BIONS, community support for the channel is manifested through various actions, such as liking, commenting, subscribing, and sharing its content. Additionally, the presence of speakers, both online and offline, in the channel's videos further indicates support from the community. Currently, BIONS has established 21 WhatsApp groups, with each group averaging 250-300 members, serving as interactive platforms for discussions and engagement. Furthermore, the BIONS YouTube channel has garnered significant traction, boasting a substantial viewership with a total of 12.1K subscribers.



Figure 2: BIONS YouTube channel: Bincang Online Inspiratif (<https://www.youtube.com/@BINCANGONLINEINSPIRATIF>)

Additionally, the channel enjoys a strong online presence with 11,000 followers on Instagram, expanding its reach beyond the [YouTube platform. Complementing the YouTube channel, BIONS also operates a website, offering an additional avenue for accessing health-related content and fostering a holistic online community.

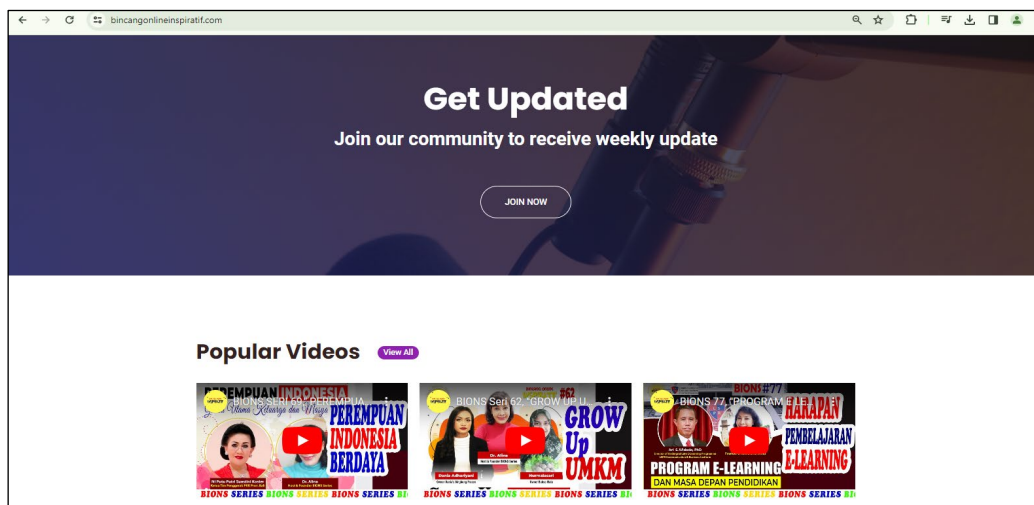


Figure 3: BIONS website (<https://bincangonlineinspiratif.com>)

These metrics underscore the efficacy of the AIDDA Theory in driving community engagement and promoting health communication in the digital age. The substantial number of subscribers, active WhatsApp groups, and strong social media presence indicate BIONS' success in establishing itself as an influential platform for health-related discussions and information dissemination.

The BIONS YouTube channel's diverse outreach efforts, combined with its website and social media presence, showcase a comprehensive approach to health communication that effectively utilizes digital tools to connect with a broad and engaged audience. The success of BIONS demonstrates the potential of employing modern communication techniques to inspire, inform, and foster a supportive community in the realm of health communication.

CONCLUSION

BIONS effectively contributes to the progress of health communication in the era of digitalization through YouTube by applying the AIDDA Model, which consists of five stages: (1) Attention, by sharing the latest information or activities via social media; (2) Interest, by selecting sources who are experts in their fields to improve the standard of health education on YouTube according to the topic being discussed; (3) Desire, with a persuasive approach, such as friendly language to foster a sense of connectedness and belonging, as well as prize draws to encourage active participation and interaction; (4) Decisions, by observing responses/comments from viewers as social proof, which confirms the credibility and value of channel content, including criticism and suggestions; (5) Action, such as liking, commenting, subscribing, and sharing content, indicating audience loyalty.

Valuable insights into the successful implementation of communication strategies on the BIONS YouTube channel can be achieved by paying attention to: (1) Accuracy of information; (2) Audience engagement; (3) Creativity in presentations; and (4) Use of language that is easy to understand. Additionally, research is needed to update upcoming video topics by: (1) identifying the right topics; (2) monitoring trending topics; and (3) using credible sources, such as academic publications, to ensure the accuracy and sustainability of the topics to be discussed. A responsible approach like this emphasizes the importance of fact-checking and ensuring the validity of sources, as well as combating the spread of misinformation in the digital world.

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