

THE URGENCY OF USING SOCIAL MEDIA FOR PUBLIC HEALTH CENTERS (A Case Study in Pamekasan and Sampang)

Henny Hidayanti ¹, Munari ²

¹ BRIDA Provinsi Jawa Timur

² BAPPEDA Kabupaten Sidoarjo, Jawa Timur

E-mail: henny.hidayanti1702@gmail.com

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Abstract

Social media has a broad and ever-growing meaning that makes it easier for certain individuals or communities to gather and communicate, as well as share information, ideas, photos, and other content, which can bring significant changes to society both in urban and rural areas and at the same time bring new habits. As a virtual public space, social media has the potential to be used positively so that it can be developed into a means to share, increase common capacity and have an impact on daily life for the better. The type of research in this study is qualitative descriptive research, which is research that examines the appearance or phenomenon of what the research subject experiences. The selection of informants used a purposive sample, namely the health center as a health service provider under the Health Office selected by the Health Office, namely 5 informants from Pamekasan Regency and 5 informants from Sampang Regency. Data collection was carried out by in-depth interviews with informants with in-depth and unstructured interview guidelines. Data analysis was carried out using interactive qualitative analysis techniques. The results of the study found that almost all informants (Puskesmas) used social media Whatsapp and Instagram to convey health information, health center activities during the pandemic, and health services at the health center. According to most informants, Whatsapp and Instagram are easier to do, easier to accept by the wider community, do not require special time, and are faster in delivering information. Most health centers upload information related to health and their activities during the pandemic or before the pandemic which is carried out almost every day by health center officers or following a pre-planned schedule.

Keywords: Social media, health, public health centers

1. Introduction

Social media has a broad and ever-growing meaning that makes it easier for certain individuals or communities to gather and communicate, as well as share information, ideas, photos, and other content, which can bring significant changes to society both in urban and rural areas and at the same time bring new habits (Syamsudin et al., 2015), (Prawiroharjo & Librian, 2017), (Surokim, 2017). Social media has the potential to be used positively so that it can be developed into a means to share, increase mutual capacity and have an impact on daily life for the better. Through social media, people's knowledge will continue to develop and people will finally have awareness to be able to develop their potential and to take advantage of media developments. In addition, through social media, pressure can be exerted to take action and improvements related to various public problems (Surokim, 2017). Social media can be a superior tool with wide reach and interactivity, so it can be used as a medium in delivering information about health quickly.

Some empirical evidence of the use of social media in delivering information about health includes information on disease prevention interventions such as smoking cessation through Tweets and health websites, youtube videos about cancer, increasing adolescents' knowledge about reproductive health, patient knowledge about diabetes and understanding of fitness and physical activity through Facebook. Another social networking site that is visited by many health-related information seekers is through the web that contains information about sexual health, healthy diet, pregnant women's health, and adolescent women's reproductive health. Social media also facilitates better public knowledge of diseases and their prevention, better use of health services, more adherence to treatment and participation in health decisions (Leonita & Jalinus, 2018).

The above facts do not rule out the possibility of happening in the Madura region. Madura, the area on the north side of East Java Province is indeed distinctive and unique. As a developing area, this region has distinctive social, cultural, and political characteristics, in contrast to other regions. The people in this region are known to be very religious and hold a distinctive tradition and culture of obedience, especially to parents, teachers, religious leaders, and the government. This traditional cultural adherence can be used to explain why the sound of the undercurrent in Madura has been silent, relatively stagnant and lacking in activity (Surokim, 2017).

Along with the increase in access to information through the internet and social media, public information disclosure in Madura is beginning to flourish. The dissemination of information through social media is widespread to the lower community. The portrait of the village community who have been just following (anut grubyuk) is starting to grow and have a new awareness, namely the independence of opinion thanks to information obtained through social media (Surokim, 2017). Pamekasan Regency and Sampang Regency, which are part of Madura, use social media to increase access to health services to increase public health needs and improve the degree of public health, especially for people in Sampang Regency and Pamekasan Regency (Karisma, 2020), this is supported by data from the 2020 East Java Province People's Welfare Statistics that Pamekasan Regency and Sampang Regency are recorded as areas with households that have the most mobile phones on Madura Island. More than 85% of residents aged 5 years and older on Madura Island use the internet for social media. Even in Sampang Regency, as many as 92.60% of the population aged 5 years and older use the internet for social media.

This fact is certainly an important point for this research. When most of the Madura population uses the internet to play social media, then this is an opportunity that can be used to improve the degree of public health. One of them is to improve health services, especially in health centers by utilizing social media.

2. Literature Review

2.1. Benefits and Uses of Social Media

In building good relationships between government agencies, especially those that carry out public relations tasks of the government and the community, it is necessary to realize synergy and harmonization that are mutually necessary and beneficial and sustainable. The data, information, and facts presented must be truly beneficial to the community (MINISTRY, 2012).

Social media must be able to accommodate the interests of each government agency and the community. Government agencies, in this case government public relations work units, must be able to provide and convey information accurately, efficiently, effectively, and affordably so that communication between government agencies and stakeholders runs as expected. The benefits of social media, among others, are:

- 1) Disseminating government information to reach the public;
- 2) Building the role of state apparatus and society through social media;
- 3) Socializing future development strategies and goals;
- 4) Building interaction between the government and the community;
- 5) Increasing public awareness and participation in government policies and programs;
- 6) Exploring the aspirations, opinions, and input of the community on government policies and programs.

The categories of benefits that the government can obtain in using social media include:

- 1) Efficiency, that is, with relatively fewer resources can reach the community quickly;
- 2) Ease of service and user convenience, namely being able to provide online public services (e-Public Service) which can be accessed 24 hours 7 days a week from all over the world;
- 3) Community involvement, namely greater public participation in the government democratic process (e-Democracy).

The benefits of technology and social media in the health sector include (Karisma, 2020):

- 1) Making it easier for patients
- 2) Shortening Patient Wait Time
- 3) Making it easier for doctors and other medical personnel to help patients
- 4) Improving public health
- 5) Data storage and maintenance made easier
- 6) Make workflows simpler
- 7) Marketing tools
- 8) Online monitoring

- 9) Reach a wider range of patients
- 10) Prevent disease transmission

3. Research Methods

3.1. Object, time and Place

The research was carried out in Sampang Regency and Pamekasan Regency which was carried out for 6 months by involving purposively selected informants, including 5 puskesmas (social media managers) in Sampang Regency and 5 puskesmas (social media managers) in Pamekasan Regency.

3.2. Data Collection Techniques

The type of research using qualitative descriptive research by examining the phenomena experienced by the research subjects holistically and described in the form of words and language. Data collection was carried out by means of in-depth interviews with several informants who knew how urgent social media is in increasing access to health services, which were selected by purposive sample.

3.3. Data Analysis Techniques

Data analysis is carried out using interactive qualitative analysis techniques from data that has been collected from the results of in-depth interviews, and data is classified according to the definition of variables, checking the validity of the data through cross-checking the data results, interpreting data to produce arguments that answer research problems based on the results of descriptive analysis, and drawing conclusions based on the overall discussion that has been carried out.

4. Results and Discussion

The impact of social media, according to several informants from several health centers in Pamekasan and Sampang that are the location of the research, states that social media belonging to health centers has an important role, including:

4.1. Health Service Information Media

The existence of social media managed by the health center at the research location has a very important role, one of which is as a media of information related to health services. Social media in this case contains a variety of information about health services at the health center. This information is presented in various forms of interesting content through various social media accounts managed by the health center.

One of the information from the Omben Health Center, Sampang Regency explained that one of the important roles of social media is the ease of providing information. The informant in this case refers to the use of Whatsapp social media as conveyed as follows: "One of the impacts of whatsapp, yes it is easy to provide information...". The selection of the type of information media used is not without reason. According to informants, Whatsapp is the most effective and efficient social media in sharing various information, including health service information.

The effectiveness and efficiency of Whatsapp were also justified by informants from the Kowel Health Center, Pamekasan Regency. Whatsapp social media makes the information to be shared spread faster to the intended target. Especially in Whatsapp, groups can be formed according to the needs as conveyed below.

"The information is faster until... Especially now that the village has a group, so it is often shared with village groups. Usually I leave it to the cadres regarding the activities and information of the health center."

The formation of such groups is generally based on specific activities and programs. Considering that each activity and program often has different stakeholders, although in some cases it is possible for someone to be a member of several Whatsapp groups.

The Head of the Pamekasan Regency Health Office also emphasized the advantages of Whatsapp in terms of effectiveness and efficiency. Although until now the Pamekasan Regency Health Office has several social media accounts, both Instagram, Facebook, and Youtube, the informant explained that Whatsapp is most often used. This is as conveyed by the following informant.

"The agency actually has social media, there is IG, FB to Youtube. But those friends most often use WA because they arrive faster. Moreover, each program will make a WA group, our consideration is yes, that's it, the speed is....it's effective."

The informant also added that the existence of the Whatsapp group is not only based on the program, but at the Pamekasan Regency Health Office there is also its own group.

The existence of Whatsapp groups also allows for interactive communication. Each member of the group has an equal opportunity to exchange information and ask questions directly when something is unclear. Although in creating a Whatsapp group, a setting can be made where only admins are allowed

to provide information, so that communication is one-way, but Whatsapp groups created by puskesmas admins do not make these arrangements.

Two-way communication in the Whatsapp group, according to an informant from the Omben Health Center, makes information more dynamic. This condition is even more so if there are cadres as members of the group as conveyed below.

"If the cadre must have one, let's automatically share it back and we will know. So there is two-way communication between the health center and cadres. The health center provides information and cadres also provide information to the health center."

In this case, the existence of Whatsapp is very effective and efficient in distributing information to the public through cadres and group members. One of the information that is often shared through Whatsapp is related to health services

Information about health services is not always shared through Whatsapp groups. Some puskesmas admins and group members can create stories or statuses on their respective accounts. Those who have the contact number of the account creator or status can certainly see it. This is as conveyed by the following informant from the Tanjung Health Center.

"I happen to like to use IG stories, so I am more active in using IG stories. In addition, I also share information through WA stories, so many people also read it, especially WA groups."

Creating stories or statuses is not only done on Whatsapp social media, but also made on other social media such as Instagram. Actually, other social media such as Facebook also allow users to create stories or statuses. The informant explained that he was not very active in using Facebook, so he rarely made statuses.

One example of information shared using social media is related to health insurance. Informants from the Teja Health Center said that if there is information from BPJS as the health insurance implementer, informants often publish it through social media.

"We repost information from BPJS through social media, often WA, so that the information is quickly received by the public"

Again, the informant emphasized that Whatsapp is one of the most frequently used social media. Although according to the explanation, the informant has also used other social media.

The existence of social media, especially Whatsapp, is not only limited to delivering information and creating statuses. Some health centers also use Whatsapp as a means to respond to public complaints. In this regard, there are two types of use of Whatsapp as a means of complaint. First, using the number of the head of the health center directly to accommodate complaints about health services at the health center. This is as conveyed by the informant from the Kadur Health Center, Pamekasan Regency as follows:

"If you are here, sir, my WA number is listed in front of the service. So when people want to get information about health center services or want to complain about something related to our services, they can directly WA, later I will answer directly."

However, the informant also explained that the complaint would be followed up after internal clarification. It is hoped that the answer to the complaint can satisfy users and health service providers at the Kadur Health Center, Pamekasan Regency.

Second, using a certain number that is regulated as a contact center when there are complaints from the public. This second type is also quite widely carried out by health centers, one of which is the Sopaah Health Center, Pamekasan Regency. A representative from the Sopaah Health Center explained that there is a number that is indeed intended for complaints.

"... We use a special number to accommodate complaints from the public. When there are people who are not satisfied with us, they can go directly to that number..."

When there is a complaint in the contact center number, it is not necessarily answered immediately. The admin in this case will first report about complaints from the public. The response to the complaint is waiting for the decision of the Head of the Health Center. One of the considerations is that the response is an official statement of the health center as an organization.

Complaints at the Omben Health Center, Sampang Regency are slightly different, where all managed social media is possible to receive complaints. This policy was taken because each social media account already has a responsible admin. The existence of complaints through social media complements the existing conventional complaint channels. This is as conveyed by the following informant.

"So if people complain, they can do it through social media, or here, or through the suggestion box. So all complaints through social media are returned to the management team and forwarded to the media team again to answer them."

The standard for handling complaints applied is not much different from other health centers.

The various explanations of the informants above turned out to be in line with public opinion regarding the impact of social media at the health center. As previously described, as many as 55.2% of respondents stated that they received information about the types of services from social media of the health center. This is of course related to various content published through the social media of the health center about the types of services available.

Looking back at the previous description, it can be seen that social media has an important role in improving access to public health services. Social media plays an important role in disseminating information about health services at the health center. Talking about health services certainly cannot be separated from the possibility of mistakes. Complaint services are thus an integral part of the implementation of health services at health centers. Social media in this case is able to provide space for complaint services against health services at health centers.

4.2. Increasing Community Knowledge

The urgency of health-based social media managed by health centers is next related to increasing public knowledge. In this case, of course, knowledge about health is related to the important role of the media as an information medium as described earlier. Through various content created and published, the information spreads widely and quickly in the community so as to increase their knowledge.

The role of social media in increasing public knowledge is justified by information from the Kowel Health Center. According to him, before there was social media, health information was only known by a few people and took time. After social media is used by health centers that allow the massive and rapid dissemination of information, it has an impact on public knowledge.

"There is an impact with the existence of this social media, people who initially didn't know became know..."

The informant highlighted the effectiveness of social media in disseminating information to the public. The informant gave a simple example of posyandu services, where previously the information was only known to cadres. After

Increasing public knowledge about health is not only related to health center services. Various health information shared through social media can also add insight into public knowledge. Packaged in an attractive and easily digestible way for the public, content about 3M plus to tackle the spread of dengue fever is a good example according to the informant. The community finally understood the steps to avoid dengue fever.

The relationship between social media and public knowledge was also justified by informants from the Sopaah Health Center. The amount of health information shared through social media is believed by informants to definitely increase public knowledge. This is as stated by the following informant.

"The existence of social media affects people's knowledge, ma'am, there is a lot of health information that we share, finally their knowledge increases..."

The informant gave an example of one of the information posted through the Sopaah Health Center's Instagram, namely getting to know the Post-Immunization Adverse Events (AEFI) of the vaccine for Covid-19. Through this post, people finally know the symptoms that generally arise after vaccination. Thus they will not panic when they feel these symptoms after vaccination.

The knowledge gained by social media users of the Sopaah Health Center will certainly spread widely in the community. This optimism was conveyed by the informant considering the very supportive conditions of the community. The informant said that 80% of the people in the Sopaah Health Center area are IT literate, so they are no strangers to social media.

The important role of social media in increasing public knowledge was also conveyed by informants from the Omben Health Center. The informant gave an example of vaccination activities that had encountered obstacles at the beginning of its implementation. The community is very resistant to the administration of vaccines for Covid-19 as conveyed by the following informants:

"When we first had activities in the village, the people all fled, because they were afraid of being vaccinated. After there were testimonials, the community began to want to be collected and participate in accordance with the testimony of kyai."

Collaborating with religious leaders and community leaders to provide testimonials about the importance of vaccines which are then disseminated through social media. These efforts turned out to have a very big impact, currently people with their own awareness are willing to be given vaccines.

The change in people's attitudes is certainly inseparable from their improving knowledge about vaccination. Without sufficient and correct knowledge about vaccination, it is natural for them to become resistant and tend to refuse vaccines. When they get the correct information and trust the information conveyed, the public's knowledge increases and becomes open to vaccination.

Increasing public knowledge about health certainly has an impact on the performance of health center programs and activities. It can be imagined if the Omben Health Center does not create content about the testimonies of religious leaders and community leaders about vaccination. The target of vaccination programs and activities certainly cannot be achieved as it is today.

The important role of social media in improving public knowledge is also in accordance with the survey results. It was recorded that as many as 65.5% of respondents stated that they gained additional insight and knowledge about health by participating in social media of the health center. Increasing public knowledge about health will certainly have implications for increasing public access to health services. Thus, it can be said that social media has a role in increasing access to health services for the people of Madura through digital literacy.

4.3. Means to Fight Hoaxes Circulating in the Community

The existence of social media today is like a double-edged sword, in addition to having a positive impact on people's lives, it also has a negative impact. One of the negative impacts is the rise of hoax news circulating in the community in line with the rapid spread of information through social media. The existence of hoaxes circulating in the community is suspected to be one of the causes of various social conflicts, including in the health sector.

Regarding the existence of hoaxes, social media managed by health centers has an equally important role. Social media plays a role as a means of sharing correct information with the public to counteract the spread of hoaxes. Social media also plays a very crucial role in straightening out hoaxes that have been circulating in society.

Hoaxes that are widely circulated in the community when research is carried out are related to Covid and vaccines. An informant from the Banjar Health Center, Sampang Regency said that before the pandemic, people when going to the health center often asked to be injected. They feel that something is lacking if they do not get injections. Not only that, people are also reluctant to use drugs whose packaging is only wrapped in plastic. This condition has changed 180° since the pandemic, no one has asked to be injected when they go to the health center for treatment. They also often throw away medicines provided by health centers because they are considered drugs containing Covid-19.

The very fast spread of hoaxes certainly requires a quick reaction to straighten it out. The Banjar Health Center uses social media to fight hoaxes that are circulating. This is as conveyed by the following informant:

"For example, in the incident in Bangkalan yesterday, suddenly there was audio sound, and I was included in the group. There is news that those who died from Covid have been vaccinated, this may be an impact due to the vaccine. This audio sound is disseminated through the Whatsapp group. To set the news straight, I immediately replied through the group's Whatsapp with the correct news..."

The informant gave an example of using social media to straighten out hoax news about the surge in Covid-19 cases in Bangkalan Regency. The informant provided information through a Whatsapp group that the victim died because he had not been vaccinated. The victim at that time was not vaccinated because of his body condition that could not receive the vaccine. Through the group, the informant also pleaded that the untrue news should not be disseminated. If the public is not willing to be vaccinated, the informant hopes that it will be enough without participating in spreading hoax news.

A situation that is not much different also occurred at the Tanjung Health Center, Sampang Regency, where the spread of hoaxes in the community is already very worrying. The news spread in the community is very different from the real facts. It was told by the informant that it circulated in the community if one of the Klebun children in the Tanjung Health Center area was sick after being vaccinated. After a search of the Klebun family, it turned out that no one was sick.

In an effort to reduce hoaxes, the Tanjung Health Center, Sampang Regency uses social media to straighten out the news. Similar to the Banjar Health Center, the Whatsapp group is used as a means to fight hoaxes. This is as conveyed by the following informant.

"... We only confirmed to the village via WhatsApp, convincing the cadres that it was not. We can only do that, because in the village, we don't know who spreads."

The informant got this information from the Whatsapp status of the Klebun child who was rumored to be sick.

The urgency of social media in preventing and straightening out the rampant hoaxes circulating in the community was also justified by an informant from the Omben Health Center, Sampang Regency. The incorrect information circulating in the community at the time of this study was a hoax related to vaccines. The important role of social media as stated by the following informants:

"So here, one of our efforts yesterday was vaccination when hoax news arose, so the use of our social media is to prevent or straighten out the news, so we set it..."

According to the informant, the health center plays a very important role in fighting the hoaxes that are circulating.

One of the efforts taken by the Omben Health Center is to make a video testimonial about vaccination. Several religious leaders and community leaders who are willing to take part in vaccinations have made short videos. The collection of videos then went through an editing process so that it was interesting and could be disseminated through social media managed by the Omben Health Center. According to the informant, Whatsapp is a very powerful medium to fight hoaxes, where content that is prepared to correct untrue news reaches the public faster through Whatsapp. This is certainly inseparable from the existence of Whatsapp groups that involve many elements of society and across sectors.

Some of the explanations from the informant above emphasized the important role of social media in fighting hoaxes circulating in the community. When social media becomes a source of disinformation that causes hoaxes to circulate in the community, then through social media efforts need to be made to straighten it out. Public distrust of various information conveyed by the mainstream media is certainly a driver for straightening efforts through social media.

Puskesmas in this case has a very strategic role in counteracting and straightening out hoaxes. Looking at the results of the previous survey, where as many as 31% of respondents followed the social media of the health center to get the right information. They feel great benefits in fighting hoaxes circulating in the community by following the social media of the health center. If social media managed by the health center is able to straighten out various disinformation circulating, especially those related to health, it will have a greater impact. Social media managed by health centers contributes to encouraging digital literacy in the community. Social media is thus indirectly able to provide correct information so as to increase access to public health services in Madura.

4.4. Increasing Community Visits to Health Centers

Another important role that social media has in the health center is related to efforts to increase public access to basic health services. One of the benchmarks in increasing public access to basic health services is community visits to health centers. Considering that the survey was conducted during the Covid-19 pandemic, the increase in this case is compared to the condition of health center services during the first year of the pandemic.

This impact is related to the role of the media as a medium for disseminating information on health center services. When various information on health center services is disseminated through social media, including how services are provided during the pandemic, people begin to dare to seek treatment at the health center. This is as expressed by an informant from the Kadur Health Center, Pamekasan Regency as follows:

"Through social media, people know what health services are at the Health Center, sir, after that many people go to the Health Center, it is proven that currently our outpatient care is also increasing"

Instagram is one of the media that is often used to post various health service activities at the Kadur Health Center during the pandemic. Through social media, the Kadur Health Center has succeeded in convincing the community that the basic health services provided are safe. The immediate impact can be felt is that more and more people are taking advantage of outpatient services as conveyed by the informant.

Although the number of outpatients has increased significantly compared to 2020, this does not apply to the type of inpatient service. This condition was conveyed by the informant because until the interview was conducted, the Kadur Health Center had not accepted inpatients. According to the informant, the public still does not dare to undergo hospitalization at the Kadur Health Center. They still think that if they are hospitalized at a health center, they will be "Covid-checked", so that when they are sick, they are only willing to do outpatient treatment.

The increase in the number of public visits to access basic health facilities at the health center was also justified by informants from the Batulenger Health Center, Sampang Regency. The health center has never given up on convincing the public that health center services are safe because they implement health protocols. Social media is one of the means used by the Batulenger Health Center, Sampang Regency to convince the public as stated by the following informant.

"At the beginning of the pandemic, the health center rarely had patient visits because of the fear of Covid. But with the existence of social media, that the health center does not have Covid, there are more visits in the outpatient"

The same thing was also conveyed by an informant from the Banjar Health Center when responding to the following health center service conditions.

"But now many people are starting to be referred to the Health Center, for example from Polindes referred to the Health Center"

The assumption that they will have the status of Covid patients if they go to the health center seems to be one of the causes of the decrease in the number of public visits. This condition was felt in almost all first-level health facilities at the research site.

The informant also added that efforts to convince the public that the health center is not careless in determining the status of a patient does not only rely on social media. The health center, both individually and institutionally, also continues to communicate with many parties. One of them is religious leaders and community leaders who have influence, in this case Kyai and Klebun.

The selection of the two certainly takes into account the conditions and characteristics of the surrounding community. Please note that around the Batulenger Health Center there are many Islamic boarding schools. Kyai in this case is a figure who is highly respected and obeyed by the community, at least in the environment around the Islamic boarding school. Klebun is another community leader who is also very influential because he holds the position of village head.

The existence of social media is also able to revive basic health services not only in health centers, but also health service activities in villages such as Posyandu. This fact is as conveyed by the following information from the Omben Health Center.

"In the early days, many villages were closed, because they were afraid of our arrival. But with this Whatsapp group, making the community more open and more accepting of puskesmas activities, posyandu has begun to be implemented with health protocols."

Whatsapp is an effective social media in distributing information to the public. The existence of the Whatsapp group as conveyed by the informant is very effective in convincing the public that health services can be carried out as long as health protocols are implemented.

As stated earlier, Whatsapp group membership involves many parties according to programs and activities, ranging from religious leaders, community leaders, youth, educators to cadres. This condition certainly has implications for the wider range of information conveyed through Whatsapp groups. One of the information that is often uploaded is simulations both related to services and efforts to break the chain of Covid spread through the implementation of health protocols.

Another content that is no less important is the appeal video delivered by religious leaders and influential community leaders. One of them was also involved in making videos related to vaccination. Religious leaders and community leaders made videos in the form of testimonials that vaccination is safe and invited the public to support the program. The informant explained that the impact of the video was very extraordinary, if previously the community was resistant to the vaccination program. After the video testimony was widely circulated, not a few people with their own awareness registered in the vaccination program.

Social media through the uploaded content is able to convince the public that health services at health centers are safe. After having confidence in the safety of health services at health centers, they certainly dare to do outpatient treatment. This condition certainly makes the number of people who use the health center increase again. Social media through various content that can convince the public thus has urgency in increasing access to health services to the community.

Paying attention to the description of the urgency of health-based social media managed by the health center at the research site, it can be seen that social media has an impact on increasing access to health services in Madura. Social media is currently a very effective and efficient means of publishing various information ranging from the types of existing health services to the latest information on public health problems. A variety of health information continues to be disseminated by health centers through social media, ranging from Instagram to Whatsapp which are recognized by all informants as very effective.

The incessant dissemination of information carried out by the health center has an impact on the level of public knowledge. Social media has succeeded in taking over the role of mainstream media in shaping public knowledge. Thaha (2009) explained that mass media has an impact on society through increasing knowledge, changing attitudes, and driving behavior. Recently, social media has succeeded in playing a major role in increasing public knowledge (Prasetya et al., 2019; Aisyah et al., 2020).

The role of social media in increasing public knowledge has important implications for the eradication of hoaxes circulating in the community. Having two sides of the coin, social media has the potential to produce disinformation in the form of hoaxes, but also has the potential to counteract and straighten out hoaxes through increasing public knowledge. Various health information disseminated by social media of the health center can increase public knowledge. Good knowledge has an important role in warding off and straightening out hoaxes (Nilamsari & Wardani, 2021).

The improving level of public knowledge also has an impact on increasing public access to health services. Social media of the health center, in this case, is aggressively providing a variety of health information so as to increase public insight and knowledge. The improvement of public knowledge

makes them have high trust in the health center. This condition has a significant influence on community visits to health centers (Hakim, 2013; Fatimah & Indrawati, 2019; Nadirah et al., 2020).

From the results of the above research, the urgency of the use of social media by health centers is described in the following table:

Name of the Health Center	Urgency (Importance)
Pamekasan Regency	
Teja Health Center	This social media is very useful for providing information if there is a change in the service system from BPJS, then the Puskesmas reposts information from BPJS through social media, with the hope that the public will get information related to BPJS services faster. Regarding the vaccine schedule at the health center, it is also disseminated through social media Instagram and Whatsapp groups or posted in WA status, in the hope that the public will know about the vaccine schedule. Knowing the changes in the flow of health center services also needs to be disseminated through social media, especially WA, especially WA groups with the community in the health center's work area. <u>The influence of social media on health services:</u> The effect has not been seen because it has not been able to distinguish between increasing patient visits, whether from social media or from other sources to visit health centers.
Pademawu Health Center	The use of social media for health centers is very necessary in advancing health centers. Because the old health promotion officers as social media admin holders still use more conventional methods (leaflets, back and forth sheets, posters) which are still running today, but social media is also needed so that more information related to health and activities at the health center are known. The social media admin officer who replaced the old officer is still new and still learning with other health centers who are more familiar with social media of the health center, what content is uploaded on social media of the health center. <u>The influence of social media on health services:</u> It is not yet known the influence of the use of social media on the increase in public visits to health centers
Kowel Health Center	Social media is very important to disseminate information about health centers, especially since health centers are also active in cooperation with cross-sectors. This cross-sector cooperation is used to disseminate information by following each of the agencies' social media. For example, about vaccine activities or CPNS exam supervision, by going through social media, especially WA groups, information is quickly conveyed and easily received. Meanwhile, Instagram social media is also important to reach millennials who are more online on Instagram so that they understand health information, for example about reproductive health, PHBS socialization, and so on. <u>The influence of social media on health services:</u> The public began to understand the vaccine schedule through social media, so CPNS applicants began to take the vaccine at the Puskesmas because it is a requirement to take the CPNS test.
Sopaah Health Center	The Puskesmas uses social media so that the public knows quickly about the activities of the Puskesmas, with the help of Puskesmas cadres and cross-sectors to spread the social media of the Puskesmas to the groups they follow. Moreover, coupled with the fact that the people in the work area of the Puskesmas are already technologically literate around 80%, with the hope that the community will also access more social media for health health of the Puskesmas. <u>The influence of social media on health services:</u> Vaccine visits are starting to increase, because health center officers often upload vaccine schedules.

	Puskesmas activities in the field have begun to be carried out, after using social media, the community opens themselves to be visited by puskesmas officers.
Kadur Health Center	Puskesmas use social media to shoot the target of productive age who are more active in using social media in seeking information, and now what is crowded is Instagram social media. It is hoped that with a productive age, it will be easier to be invited to live a healthy life and contribute to a positive influence on other communities. <u>The influence of social media on health services:</u> Public visits to the health center for treatment are increasing, especially those who participate in the vaccine
Sampang Regency Torjun Health Center	Social media is very necessary in providing information related to the activities carried out by the Puskesmas so that the public can easily get health information from the Puskesmas uploads. Currently, health centers need social media in socializing vaccines so that the vaccine target is achieved. <u>The influence of social media on health services:</u> There is a very rapid development after using social media, people understand health better. For example, the vaccine administration schedule, people flock to register at the Health Center, and they get information related to the vaccine schedule through social media
Banjar Health Center	Social media is very important for the Banjar health center because the location of the health center is far from the city, with difficult access, so that the health center has to promote all its activities through social media. For example, by uploading all activities at the health center such as picking up balls for delivery patients, picking up vaccine balls to villages. This aims to make the public aware of all the activities of the health center and invite the public to take advantage of the health center services. Because people are still reluctant to come to the health center and prefer to go to a shaman to give birth. However, with time, the practice of childbearing shamans has been abandoned, and switched to health services because of the quick response of the health center staff to pick up the patient's ball. Through Whatsapp social media so that all information from the community can be easily conveyed to the health center, and vice versa. <u>The influence of social media on health services:</u> People have begun to switch to health services and leave the practice of shamans during childbirth.
Omben Health Center	Social media is very important in inviting people to participate in vaccine activities and inviting people to live a healthy life. Inviting the main character to give testimonials related to vaccines, and promoting them through social media in the hope that the public will be aware of the importance of vaccines. Especially the people of Madura who are very difficult to get vaccinated because of culture, education and role models, as well as because of untrue and irresponsible news about vaccines. <u>The influence of social media on health services:</u> The Omben Health Center is a pilot health center in utilizing social media and already has a special media team, thus making the health center more known to the wider community, and the content uploaded attracts the attention of the public
Tanjung Health Center	Social media is very important for the health center to reintroduce the health center innovation program, namely Tabeng Marlana which has been running before using social media, since using social media, it is hoped that this innovation will be increasingly known by the surrounding community, because it has been uploaded through YouTube. Since the existence of social media, this is very helpful for the health department, because information is very quickly received by the public, using the Whatsapp group. Currently, social media is intensifying vaccine activities and information related to Covid-19, so that the content on social

	media is about activities during vaccination, data information about Covid-19. Because officers who use social media are also the Covid-19 Task Force at their Health Centers. <u>The influence of social media on health services:</u> The community has begun to open the gate for the health center officers who will carry out their activities, this is because of the WA group's social media which explains that socialization or health counseling will be held and not vaccination activities.
Batulenger Health Center	Social media is very necessary to be able to help in increasing visits to the Batulenger Health Center because with incorrect information or news about Covid-19, thereby reducing patient visits to the Health Center, even in a day there is not a single patient due to incorrect news about Covid-19 at the health center. <u>The influence of social media on health services:</u> Public visits to health centers have begun to increase in line with news or correct information related to Covid-19 news at health centers.

5. Conclusion

The use of social media by health centers has urgency in increasing access to health services in Madura. Social media plays an important role in disseminating information on health services carried out by health centers to the community. The variety of information shared by the health center through social media will indirectly increase public knowledge about health issues.

Increasing the public's stock of knowledge on various health information shared by health centers through social media is an important capital to fight hoaxes. Social media used by health centers plays a very important role in preventing and fighting the spread of hoaxes in the community through increasing digital literacy. This step is able to increase public trust in the health services provided by the health center.

The improvement in public trust has a very significant impact on health services at health centers. The number of public visits to health centers continues to increase close to pre-pandemic conditions. The increase in the number of public visits to health centers is one of the indicators that public access to health services is also increasing. The use of social media by the health center has thus been able to increase the demand for public health services in Madura.

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