



THE POTENTIAL OF SOCIAL MEDIA CAMPAIGN CHALLENGE TOWARDS PHYSICAL ACTIVITY IN MODERN ERA

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INTRODUCTION

Physical inactivity is one of the leading risk factor for non-communicable diseases in the world. Globally, the insufficient of physical activity is experienced by 25% of adults and 80% of adolescents. The lifestyle of adolescents and adults are increasingly tied to social media. More than 87% of netizens in Indonesia access social media. Social media is used to communicate and it can form social support including healthy behavior awareness.

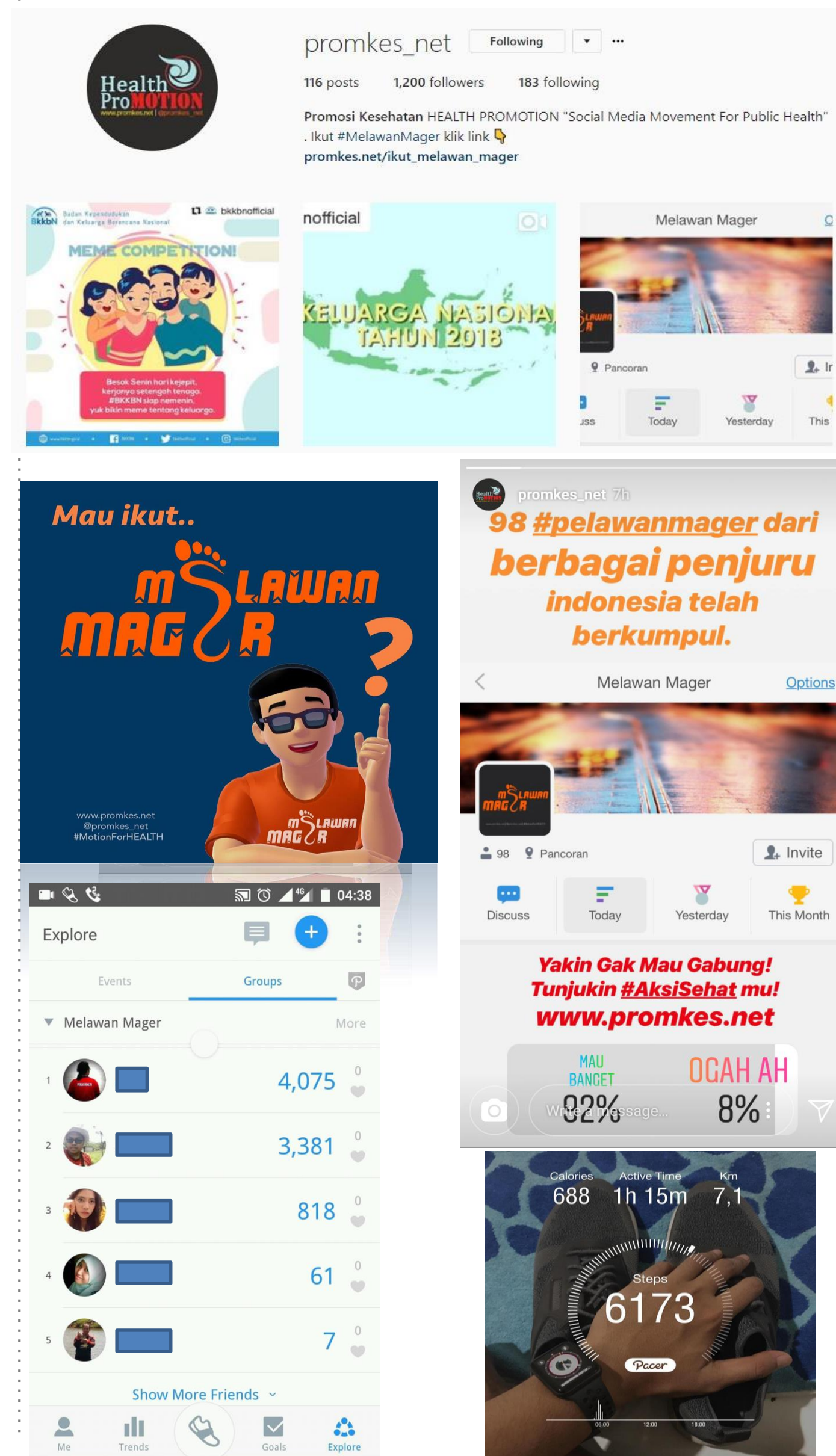
OBJECTIVE

The aim of this study is to explore netizens response on Promkes.net social media campaign “#7HariMelawanMager” challenge (Seven-days challenge beat physical inactivity).

METHODS

This study was a literature review, using supported document and challenge mini-survey on Instagram story and Facebook polling in a day and interview with challenge’s founder.

RESULT



The campaign have been launching at 17th March 2018 and there are several people join the challenge. As the result in three weeks, after the #7HariMelawanMager challenge launched, there were 41 posts in Instagram with 9 netizens completed and 33 posts in Facebook with 13 netizens completed the challenge. The social media challenge raising physical activity awareness from the community. Yet there were 17 netizens who fulfill the @promkes_net Instagram story survey and 5 of 15 netizens did not know the campaign through Facebook’s author polling. At the end of the review, there are 98 netizens joining “Melawan Mager” Pacer group.

They are affiliate in online community based on Facebook, and also do sharing & motivating each other at the Pacer Pedometer application. People who are interested in this challenge can follow these steps to participate the challenge:

1. Apply the Pacer Pedometer application in smartphone : Pacer Pedometer & Step Tracker by Pacer Health (Android or iOS (iPhone))
2. Posting how many steps (minimum 2000 steps) everyday with hastag #7harimelawanmager and challenge three different friends every day in social media (Facebook or Instagram)
3. Promkes.net develop online community “Melawan Mager” in Pacer Pedometer application. The community was built as sharing facility and to motivate each other. They make a great competition monthly and giving attractive prize as reward.

CONCLUSIONS

Health campaigns through social media #7HariMelawanMager have the potential to increase awareness of physical activity. However, this campaign needs to consider the sustainability. Furthermore, netizens will better understand the benefits of physical activity to improve their quality of life.

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