

Content Analysis of Female Reproductive Health Education on Tiktok Account @dokteramiraobgyn

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ABSTRACT

Keywords

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The problem of women's reproductive health is still a major issue throughout the world, including in Indonesia. Education is one of the solutions to minimize reproductive problems in women. One of the effective educational methods in today's digital era is through social media platforms such as TikTok. The researcher intends to examine in depth the content of female reproductive health education content on the Tiktok @dokteramiraobgyn account, which will focus on manifest content and latent content. The type of research used is qualitative. The data source used is primary data in the form of uploading female reproductive health education content on the @dokteramiraobgyn tiktok account. The analysis technique used is content analysis. The results showed that the approach used by Doctor Amira in delivering reproductive health education on her TikTok (@dokteramiraobgyn) proved effective in increasing audience awareness, knowledge, and motivation to take appropriate health actions. With a relaxed and informal communication style, and using various strategies supported by health communication theory, belief-based health model, social learning theory, and behavior change theory, the education provided by Doctor Amira not only focuses on delivering information but also on empowering audiences to be proactive in maintaining their reproductive health, which in turn can improve the overall health and well-being of the community.

1. Introduction

Women's reproductive health is one of the most important aspects of a woman's life. Reproductive health includes not only freedom from disease or dysfunction of the reproductive system, but also positive sexual health and safe and satisfying reproductive experiences. Attention to women's reproductive health is very important, because it directly affects the quality of life and well-being of women, and has an impact on the well-being of families and society in general. (Mayasari dkk, 2021:4).

However, the phenomenon that occurs, the problem of women's reproductive health is still a major issue throughout the world, one of which is in Indonesia. Based on data from the Ministry of Health (MOH), in Indonesia there are several diseases of reproductive health disorders in women, namely infertility 20%, vaginal discharge 15%, uterine cancer 35%, cervical cancer 52%, and candidiasis 5%. In addition, the rate of reproductive infection in women reaches 60/100,000. (Auliani dkk, 2021:12).

To overcome this phenomenon, education is one of the solutions to minimize reproductive problems in women. According to Wirenviona & Riris (2020:28), reproductive health education aims to increase women's knowledge and awareness about the importance of maintaining their reproductive health. Through education, women can be given correct and appropriate information about sexual and reproductive health, contraceptive methods, and the importance of conducting routine examinations. In line with the explanation of Emilia dkk (2019:19), that education plays a

role in reducing reproductive health issues, so that women feel more comfortable seeking medical assistance when needed.

One of the effective educational methods in the current digital era is through social media platforms such as Tiktok. TikTok, with its wide and diverse user base, offers a unique opportunity to deliver reproductive health information in an engaging and interactive way. According to Fathul dkk (2021:59), Tiktok users, especially the younger generation, are more easily engaged with short and direct visual content. This makes Tiktok a potential platform for disseminating important information.

The Tiktok account @dokteramiraobgyn is one example of success in delivering health education to the public, this can be seen from the number of followers it has, namely 1.8 million, and the number of likes that have been obtained as many as 34.9 million. The high interaction and engagement on the @dokteramiraobgyn account show that the approach taken is successful in attracting user interest and providing useful education. Published videos often get thousands of likes, shares, and comments indicating that the content is relevant and appreciated by the audience.

Based on the previous explanation, the researchers are interested in examining in depth the content of female reproductive health education content on the Tiktok @dokteramiraobgyn account. This content will focus on manifest content and latent content in each published female reproductive health education content.

2. Method

The type of research used is qualitative, which is research that produces descriptive data in the form of written or spoken words and observable behavior, aiming to explain conditions and phenomena in the deepest possible way through data collection (Kriantono, 2019:56-57). Researchers intend to examine in depth the content on the TikTok @dokteramiraobgyn account related to female reproductive health education.

The subject of this research is Doctor Amira as a person who has a doctor's degree and has influence on social media to educate the public. While the object of this research is the way of delivering content related to female reproductive health education through Doctor Amira's tiktok account.

The data source used is primary data in the form of uploading female reproductive health education content on the @dokteramiraobgyn tiktok account. The data collection method used is non-participatory observation, which is data collection without involving yourself or not being part of the social environment or organization. As well as documentation, namely supporting data obtained from documents, photos or other written sources (Ruslan, 2018:140-141).

The analysis technique used is content analysis, which is a systematic technique for analyzing the content of messages and processing messages, or a tool for observing and analyzing the content of open communication behavior of selected communicators (Ruslan, 2018:152). The content analysis intended in this study is the manifest content and latent content in the content of female reproductive health education on the TikTok @dokteramiraobgyn account.

3. Result and Discussion

3.1. Presenting the Results

Based on the findings of researchers on the @dokteramiraobgyn TikTok account, 5 videos were obtained that discussed female reproductive health education. Furthermore, the five videos will be analyzed by researchers related to the educational messages contained therein, which focus on the manifest content and latent content contained in each video.



Figure 1. The Importance of Walking
Source : Tiktok account @dokteramiraobgyn

Video 1: The Importance of Walking. The video was uploaded on June 10, 2024, with a duration of 5 minutes 30 seconds. In the video, Doctor Amira shows herself doing a walking activity on the street, with the addition of the sentence in the video that she said "important! walking to lose weight for PCOS treatment for obese women with menstrual disorders / difficulty getting pregnant". The way of delivering education is not too standardized, because it uses casual language, besides that the messages conveyed are interspersed with interactions talking with the surrounding people, but still focusing on the message to be conveyed to the audience.

The manifest content contained in this video is Doctor Amira highlighting the importance of physical activity such as walking in managing PCOS. In addition, Doctor Amira also provides an in-depth explanation of the definition of PCOS (polycystic ovarian syndrome), signs of early symptoms for PCOS (polycystic ovarian syndrome) sufferers, and therapies that can be applied to PCOS (polycystic ovarian syndrome) sufferers. The education underscores the importance of practical steps such as walking as part of self-promotion to improve health for people with PSOC (polycystic ovarian syndrome).

The latent content of this video includes several points, including: (1) The importance of a healthy lifestyle. Doctor Amira emphasizes the importance of physical activity such as walking as part of PCOS management, which indirectly teaches the importance of a healthy lifestyle in general. This message encourages viewers to adopt daily healthy habits to prevent and manage other health conditions as well. (2) Self-awareness and acceptance. By providing in-depth information about PCOS and its symptoms, the video helps reduce stigma and increase public awareness. It hints that understanding this condition and accepting oneself is an important step for PCOS sufferers. (3) Empowerment through knowledge. With explanations of early symptoms and treatments, this video aims to empower women with the knowledge they need to recognize the signs of PCOS early and take appropriate steps. It shows the importance of being proactive in taking care of one's own health. These educational messages show that through the video, Doctor Amira seeks to not only provide medical information, but also change attitudes and behaviors towards reproductive health, especially in the context of PCOS.



Figure 2. Enlarged Abdomen Beware of Ovarian Tumor

Source : Tiktok account @dokteramiraobgyn

Video 2: Enlarged Abdomen Beware of Ovarian Tumor. The video was uploaded on June 8, 2024, with a duration of 4 minutes 30 seconds. In the video, Doctor Amira shows herself providing education through the delivery of information in the video she uploaded, with the addition of the sentence in the video "be careful of an enlarged stomach and nausea until it is difficult to defecate. This could be a malignant ovarian tumor". The way of delivering education is not too standardized because it uses casual language so that it is easily digested by the audience, accompanied by information on the cases he has handled.

The manifest content contained in this video is that Doctor Amira warns women, especially those aged 45 years and above, to be careful of ovarian tumors through several characteristics that may appear in the patient, added by telling the case of a patient she had treated who suffered from the disease. In addition, Doctor Amira also provided information on doctors with specialties that are able to treat patients suffering from ovarian tumors with suspicion of malignancy. The education underlines the importance for patients to be aware of symptoms that may be strange to the patient's body, so that diseases such as ovarian tumors with suspicion of malignancy can be overcome as quickly as possible.

The latent content of this video includes several points, including: (1) Early vigilance. Encouraging women to pay more attention to changes in their bodies and not ignore symptoms that may seem trivial. This implies the importance of regular check-ups and self-awareness of personal health. (2) Importance of specialist consultation. Emphasizes the need to seek medical opinions from appropriate specialists such as oncologists or gynecologists to ensure proper diagnosis and treatment. (3) Prevention and prompt treatment. Highlighting that early detection and prompt action can greatly affect treatment outcomes, reinforcing the importance of being proactive about suspicious symptoms. (4) Health education. Increase public knowledge about ovarian tumors and their symptoms, which can help reduce stigma and encourage people to take medical action without delay. (5) Concern for women's health. Encourage a supportive environment where women's health, especially those above 45 years of age, is given special attention and care.

These educational messages show that through the video, Doctor Amira not only provides medical information, but also aims to change behavior and attitudes towards health, especially in the context of ovarian tumor detection and treatment.



Figure 3. Sad

Source : Tiktok account @dokteramiraobgyn

Video 3: Sad. The video was uploaded on June 4, 2024, with a duration of 2 minutes 58 seconds. In the video, Doctor Amira shows herself providing education through the delivery of information in the video she uploaded, with the addition of the sentence in the video "sad!!! tearing from the vagina to the anus during childbirth because there was no preparation for childbirth". The way of delivering education is not too standardized because it uses casual language so that it is easily digested by the audience, accompanied by informing the patient's case that she has just handled.

The manifest content contained in this video is Doctor Amira telling the case of her young patient who hid her pregnancy. Doctor Amira also explains the consequences that the patient can experience in the future with this condition. In addition, Doctor Amira also provides tips to pregnant women early on so that the birthing process can be easy and minimize the negative impact of the birthing process. The education underscores the importance of openness and prenatal care for pregnant women, especially young ones, to ensure a safe and healthy pregnancy and delivery process.

While the latent content in this video is several points, including: (1) The importance of openness and communication. Doctor Amira highlights the risks of hiding a pregnancy, which indirectly teaches the importance of openness and honest communication between patients and families. This message encourages young women not to be afraid or embarrassed to talk about their pregnancy. (2) Sexual awareness and education. By discussing the consequences of concealing a pregnancy, Doctor Amira implies the need for better sexual education and awareness among adolescents. This emphasizes the importance of understanding reproductive health and the consequences of such actions. (3) The importance of prenatal care. Doctor Amira giving tips to pregnant women early on shows the importance of prenatal care for the health of both mother and baby. This implies that getting proper medical care early in pregnancy is crucial to avoid complications later on. (4) Normalizing the discussion about teenage pregnancy. By bringing young pregnancy cases into the video, Doctor Amira helps normalize the discussion about teenage pregnancy, which is often considered taboo. It invites people to be more supportive and less judgmental of young pregnant women.

These educational messages show that through the video, Doctor Amira is not only providing medical information, but also changing attitudes and behaviors towards reproductive health, especially in the context of teenage pregnancy.



Figure 4. Be careful not to take the wrong medicine for pregnant women with toothache
Source: Tiktok account @dokteramiraobgyn

Video 4: Be careful not to take the wrong medicine for pregnant women with toothache.

The video was uploaded on June 1, 2024, with a duration of 2 minutes 44 seconds. In the video, Doctor Amira shows herself providing education through the delivery of information in the video she uploaded, with the addition of the sentence in the video "be careful not to take the wrong medicine for pregnant women with a toothache". The way of delivering education is not too standardized because it uses casual language so that it is easily digested by the audience, accompanied by displaying drug packaging to relieve toothache disease.

The manifest content contained in this video is Doctor Amira explaining various medicines for toothache, with the uses of each medicine, accompanied by displaying the packaging of each medicine. In addition, Doctor Amira also explains toothache medicines that are not safe for pregnant women to consume, along with the negative effects that may result from taking the wrong medicine. The education underlines the importance for pregnant women to look at the ingredients in the medicine and consult a doctor before consuming, in order to avoid negative impacts in the future.

While the latent content in this video are several points, among others: (1) The importance of medical consultation. Doctor Amira emphasizes that although drug information is accessible, consultation with a doctor or medical professional is still important to ensure proper and safe use of drugs, especially for range groups such as pregnant women. (2) Health awareness and knowledge. Doctor Amira encouraged viewers to be more proactive in seeking knowledge about medicines and personal health, as well as raising awareness of the importance of reading labels and understanding the composition of medicines before consumption. (3) Safety and compliance. Doctor Amira highlights the importance of adherence to medical recommendations and drug safety, indirectly teaching the importance of following medical instructions and warnings on drug packaging. (4) Vigilance against over-the-counter drugs. Doctor Amira encourages viewers not to take over-the-counter drugs without proper consideration, especially for those with special conditions such as pregnancy.

These educational messages show that Doctor Amira seeks not only to provide practical information about toothache medicine, but also to change attitudes and behaviors towards the use of medicine more wisely and responsibly.



Figure 5. This is what happens when your child is allowed to date without restrictions
Source: Tiktok account @dokteramiraobgyn

Video 5: This is what happens when your child is allowed to date without restrictions. The video was uploaded on May 28, 2024, with a duration of 4 minutes 19 seconds. In the video, Doctor Amira shows herself providing education through the delivery of information in the video she uploaded, with the addition of the sentence in the video "this is how if your child is allowed to date without restrictions!! syphilis sexually transmitted infections increase rapidly in minors". The way of delivering education is not too standard because it uses casual language so that it is easily digested by the audience, accompanied by data on the number of cases issued by the authorized agency.

The manifest content contained in this video is Doctor Amira explaining the information on the data on the increase in syphilis and the increase in child marriage issued by the Ministry of Health, accompanied by telling the case of a patient she was treating who suffered from the disease. Doctor Amira also explains other diseases that can be acquired by patients with early syphilis. In addition, Doctor Amira also emphasized the disadvantages of early marriage. The education underlines the importance of raising public awareness about the dangers of syphilis and early marriage.

Meanwhile, the hidden messages (latent content) in this video are several points, including: (1) The importance of sexual education. Doctor Amira highlights the need for comprehensive sexual education for adolescents so that they can make wiser decisions and understand the risks of unsafe sexual intercourse. (2) Reproductive health awareness. Dr. Amira highlighted the importance of reproductive health awareness and knowledge to prevent sexually transmitted diseases such as syphilis and the negative impact of early marriage. (3) The role of public policy. Doctor Amira pointed out that the increase in syphilis and early marriage is a public health issue that requires attention from the government and policymakers to implement more effective prevention and education programs. (4) The social and economic impact of early marriage. Doctor Amira implies that early marriage not only has a negative impact on physical health but also on the social and economic aspects of young women's lives, which requires support and policy changes to address.

These educational messages show that Doctor Amira seeks to raise awareness and change people's behavior towards sexual and reproductive health, and invites all parties to be more active in preventing sexually transmitted diseases and reducing the practice of early marriage.

3.2. Discussion

Based on the analysis of five female reproductive health education videos conducted by Doctor Amira on her TikTok account (@dokteramiraobgyn), there are various strategies and messages used to convey information effectively to the audience. With a relaxed and less standardized

communication style, Doctor Amira manages to convey important messages in the field of reproductive health in a way that is easily understood by various groups.

In the first video, Doctor Amira highlights the importance of walking for PCOS (Polycystic Ovarian Syndrome) management. The video provides an in-depth explanation of PCOS, its symptoms, and the benefits of physical activity in its management. The underlying message of the video is the importance of a healthy lifestyle, self-awareness and acceptance, and empowerment through knowledge. Through this video, Doctor Amira not only provides medical information, but also seeks to change the audience's attitude and behavior towards reproductive health, especially in the context of PCOS.

In the second video, Doctor Amira warns of the importance of being vigilant towards the suspicious symptoms of ovarian tumors. In this video, Doctor Amira talks about the importance of recognizing early symptoms and seeking proper medical consultation. The hidden messages in this video include early awareness, the importance of specialist consultation, prevention and quick treatment, health education, and concern for women's health. This video aims to increase awareness and proactive action towards reproductive health, particularly in the detection and treatment of ovarian tumors.

The third video highlights the risks of concealing pregnancy, especially for young pregnant women. Doctor Amira provides information on the importance of openness and early prenatal care. The hidden messages in this video are the importance of openness and communication, sexual awareness and education, prenatal care, and normalizing discussions about teenage pregnancy. Through this video, Doctor Amira seeks to change attitudes and behaviors toward reproductive health, especially in the context of teenage pregnancy.

In the fourth video, Doctor Amira provides education on the safe use of toothache medicine for pregnant women. In this video, she emphasizes the importance of medical consultation and caution in taking medication. The hidden messages of this video include the importance of medical consultation, health awareness and knowledge, safety and compliance, and caution against over-the-counter drugs. The video aims to change the viewer's attitude and behavior towards using drugs more wisely and responsibly.

Finally, the fifth video highlights the dangers of syphilis and early marriage. Doctor Amira provides data on the increase in cases of this disease and emphasizes the importance of sexual education and reproductive health awareness. The hidden message of this video is the importance of sexual education, reproductive health awareness, the role of public policy, and the social and economic impact of early marriage. The video aims to raise awareness and change people's behavior towards sexual and reproductive health, and encourage all parties to be more active in the prevention of sexually transmitted diseases and early marriage practices.

Overall, Doctor Amira's approach of using casual and communicative language, along with an emphasis on hidden messages that encourage attitude and behavior change, shows that she is not only focused on delivering medical information but also on empowering her audience to take proactive steps in maintaining their reproductive health. In this way, the education provided by Doctor Amira becomes more effective and has a positive impact in raising awareness and preventive actions towards various reproductive health issues in the community.

The approach used by Doctor Amira in delivering reproductive health education can be linked to several relevant theories of communication and health education. Some of the theories that can be used to understand the effectiveness of the educational strategy implemented by Doctor Amira include health communication theory, health belief model, social learning theory, and behavior change theory.

Health communication theory. Health communication theory emphasizes the importance of conveying health information in a way that can be understood and accepted by the audience (Harahap & Putra, 2019:110). In this context, Doctor Amira's use of casual and nonstandard language is very effective as it makes complex medical information easier to understand for a diverse audience. This approach also creates a closer and more interactive relationship between the sender of the message (Doctor Amira) and the receiver of the message (the audience), which can improve the understanding and reception of the information.

Health belief model. The belief-based health model proposes that people will take health actions if they perceive susceptibility, severity, perceived benefits, and perceived barriers to the action (Irwan, 2017:144). The videos uploaded by Doctor Amira show how she increases the perceived susceptibility and severity of various health conditions (such as PCOS and ovarian tumors) through detailed information and explanations. At the same time, she also highlights the benefits of preventive measures and appropriate treatment, and provides information that can reduce barriers for audiences to take health actions (such as the importance of medical consultations and prenatal care).

Social learning theory. Social learning theory states that people learn through observation, imitation and modeling (Hasanuddin, 2017:84). In her videos, Doctor Amira not only provides medical information but also demonstrates good health behaviors through real case examples and narratives. For example, the video on the importance of walking for PCOS management not only provides information but also shows Doctor Amira herself doing the walking activity. This provides a concrete example that viewers can follow, increasing the likelihood that they will replicate the same behavior.

Behavior change theory. Behavior change theory explains how certain interventions can affect changes in individual behavior (Prabandari dkk, 2020:67). The latent content in Dokter Amira's videos aims to influence the audience's attitudes, social norms, and behavioral control towards reproductive health. By raising awareness about the importance of healthy lifestyles, medical consultations, and prenatal care, as well as reducing stigma towards certain health issues, Dokter Amira helps audiences to be better prepared and motivated to change their health behaviors.

Doctor Amira's approach to health education through social media can be explained and understood through various theories of communication and health education. By using casual language and delivering easy-to-understand messages, as well as including concrete examples and relevant narratives, Dokter Amira manages to increase the audience's awareness, knowledge and motivation to take appropriate health actions. This strategy is not only effective in delivering medical information but also in influencing changes in reproductive health attitudes and behaviors, which in turn can improve the overall health and well-being of the community.

4. Conclusion

Based on the results of the research and discussion previously presented, it can be concluded that the approach used by Doctor Amira in delivering reproductive health education on her TikTok (@dokteramiraobgyn) has proven effective in increasing audience awareness, knowledge, and motivation to take appropriate health actions. With a relaxed and informal communication style, and using various strategies supported by health communication theory, belief-based health model, social learning theory, and behavior change theory, Doctor Amira manages to convey complex medical information in a way that is easily understood by various groups. The hidden messages included in her videos, such as the importance of a healthy lifestyle, early awareness, and medical consultation, encourage changes in viewers' attitudes and behaviors towards reproductive health. Thus, the education provided by Doctor Amira focuses not only on delivering information but also on empowering audiences to be proactive in maintaining their reproductive health, which in turn can improve the overall health and well-being of society.

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