

Social media usage as health communication platform by adolescents with acne in Indonesia

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ABSTRACT

Social media has become a platform often used for health communication in Indonesia. The age group that uses it the most is adolescents who at that age are having acne problems. It has led to the emergence of the phenomenon of increasing health communication about acne on social media, from the need for curing information to psychological support. However, not all social media can be used by adolescents with acne to get the right health communication. Therefore, this research will examine the use of social media in conducting effective health communication by adolescents with acne using the theory of Computer-Mediated Communication along with health communication scope. This study aimed to determine the choice of social media use and the forms of health communication activities conducted by adolescents with acne on social media. The method used is descriptive qualitative, by conducting interviews with adolescents with acne in Indonesia. The results of this study are that there are six social media used by adolescents with acne. Instagram is mainly used as well as considered the most effective. The scope of health communication is around information related to healing, support and motivation, and health promotion by interacting interpersonally and uploading content to a broad audience. These findings can be a consideration for adolescents with acne and the general public using social media based on the intended use and characteristics. Several aspects that are considered will affect the information obtained.

Keywords: Social media; health communication; computer-mediated communication; adolescent with acne; dermatology

Penggunaan media sosial sebagai platform komunikasi kesehatan oleh remaja berjerawat di Indonesia

ABSTRAK

Media sosial telah menjadi platform yang sering digunakan untuk komunikasi kesehatan di Indonesia. Kelompok usia yang paling banyak menggunakannya adalah remaja yang pada usia tersebut sedang mengalami masalah jerawat. Hal ini melahirkan fenomena meningkatnya komunikasi kesehatan tentang jerawat di media sosial mulai dari kebutuhan informasi penyembuhan hingga dukungan psikologis. Namun untuk mendapatkan komunikasi kesehatan yang tepat, tidak semua media sosial dapat digunakan oleh remaja berjerawat. Oleh karena itu, dalam penelitian ini akan mengkaji penggunaan media sosial dalam melakukan komunikasi kesehatan yang efektif pada remaja berjerawat dengan menggunakan teori Computer Mediated Communication beserta ruang lingkup komunikasi kesehatan. Tujuan penelitian ini adalah untuk mengetahui pemilihan media sosial yang digunakan dan bentuk kegiatan komunikasi kesehatan yang dilakukan oleh remaja berjerawat di media sosial. Metode yang digunakan adalah deskriptif kualitatif, dengan melakukan wawancara kepada remaja berjerawat di Indonesia. Hasil dari ini penelitian adalah terdapat enam media sosial yang digunakan remaja berjerawat dengan Instagram yang paling banyak digunakan dan dinilai paling efektif. Ruang lingkup komunikasi kesehatan adalah seputar informasi yang berkaitan dengan penyembuhan, dukungan dan motivasi, serta promosi kesehatan dengan cara berinteraksi secara interpersonal dan mengunggah konten kepada khalayak luas. Temuan ini dapat menjadi pertimbangan bagi remaja berjerawat dan masyarakat umum dalam menggunakan media sosial berdasarkan tujuan penggunaan dan karakteristik media sosial tersebut. Beberapa aspek yang diperhatikan akan mempengaruhi informasi yang diperoleh.

Kata-kata kunci: Media sosial; komunikasi kesehatan; computer mediated communication; remaja berjerawat; dermatologi

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INTRODUCTION

Social media has now become the first choice media platform for the majority of adolescents in Indonesia to conduct health communication about skin problems, especially acne. It is the result of the survey from the Association of Indonesian Internet Service Providers in 2022; it is known that 99.16% of teenagers in Indonesia use the Internet, and social media is the most frequently accessed Internet content (Asosiasi Penyelenggara Jasa Internet Indonesia, 2022). Therefore, health communication activities are often carried out by groups of adolescents through social media.

The urge of adolescents with acne to use social media to conduct health communication is mainly due to the problems they experience, which are acne. According to the Global Burden of Disease, acne is the third most crucial disease and is mostly suffered by adolescents (Damayanti, Ollyvia, & Febriyana, 2022; Moradi Tuchayi et al., 2015). Most people experience acne during their teenage years, with a percentage of >95% of teenage boys and 85% of teenage girls (Moradi Tuchayi et al., 2015). Thus, statistically, it is estimated that up to 90% of adolescents experience acne problems, and it become a common skin disease experienced by adolescents. Therefore, it is unsurprising that health communication content related to

dermatology, especially on social media, has even become popular among adolescents with acne. The statement is supported by a study conducted by Yousaf in 2020, which showed that as many as 45% of respondents, the majority of whom are adolescents, use social media to get acne treatment advice.

This health problem has increased health communication through social media among adolescents with acne, not only because of the topics discussed but also because the results of a study on health communication on social media by Saxena in 2020 stated that health communication through social media sites is considered accessible and approachable to the users. Besides that, health communication using social media is considered more economical, especially when it can reach a broad mass. The research also shows that health communication through social media is more impactful than other mediums of media (Saxena, 2020).

The ease with which adolescents with acne conduct health communication through social media is related to how social media is part of computer-mediated communication, which operates via computers and telecommunication networks (Yang, 2015). The basic assumption of the theory of computer-mediated communication is the existence of the Internet as a new media with its main function which is the easiness and quickness of accessing information changing

the communication model from “one for many” to “many for one” and “many for many” by utilizing computer device. It can be seen from certain characteristics of computer-mediated communication that the majority of previously available communication media did not offer.

With social media as part of computer-mediated communication, users can interact with other users faster and almost limitlessly. Thus, the potential for interaction on social media as part of a computer-mediated communication system is more flexible and potentially richer than other forms. It also allows its users to communicate multiway, which is communication between all the group participants who may receive and respond to messages from all the other participants. Lastly, this platform can be used as a synchronous communication medium and an asynchronous communication medium (Romiszowski & Mason, 1989).

Social media's variety of features makes it a unique communication medium compared to other media. These characteristics can be found on social media as part of computer-mediated communication through its features, such as user-generated content, many-to-many communication, high-level anonymity, and many more. With these features, health communication carried out by adolescents with acne can be in video, sound, written information,

and pictures. Content created by users, both acne sufferers and dermatologists, can also be shared publicly with other users who use the same social media platform. Therefore, various forms of health communication can be found on certain social media and how adolescents with acne use social media to conduct this communication.

The National Communication Association defines health communication as the study of communication-related to health professionals and health education, including the diffusion of information through public health campaigns and health education and provider-patient interaction (Yang, 2015). There are three scopes in health communication: prevention, rehabilitation, and health promotion (Ariana, 2016). Thus, all forms of communication on social media related to efforts to avoid disease and enhance health values, curing the effects of illness both physically, mentally, and socially, as well as promotions in the form of campaigns or advertisements, are included in the form of health communication.

From the scope of health communication, it is known that many social media users use the platform in health communication to obtain either knowledge or psychosocial support. It also showed in a study conducted by Aslan Kayiran in 2021 that 75.08% of respondents used the Internet and social media platforms to obtain

information about their acne problems regularly or intermittently (Aslan Kayiran et al., 2021). The need for information related to acne treatment is needed to treat physical health and increase self-confidence so adolescents can recover from acne and have a better physical appearance. It is because acne's impact on adolescents affects their physical and psychological conditions, such as anxiety, depression, or suicidal attempts (Wisuthsarewong et al., 2020).

The most influential impact is the low self-confidence of adolescents with acne, so they have difficulty socializing. This low self-confidence can come from within themselves and others who convey negative communication regarding their physical appearance.

This impact is believed to be due to the sociological evaluation of adolescents more concerned with their appearance than previous generations at the same age. From this explanation, adolescents with acne have various goals in conducting health communication on social media. Meanwhile, the health communication needed by adolescents with acne is widespread in many existing social media such as WhatsApp, Instagram, Facebook, TikTok, Telegram, Twitter, FB Messenger, Snackvideo, Pinterest, and Line as the most used social media platforms in Indonesia by We Are Social and Hootsuite in 2022 (Digital 2023: Indonesia — DataReportal — Global Digital

Insights, n.d.). It becomes interesting to see how adolescents with acne identify social media as the most effective platform for conducting health communication according to their needs.

These numbers of social media can be categorized based on their use and the type of content presented to make it easier to analyze adolescents with acne to choose the right social media for them. Red Cavazza proposes the concept of the social media landscape, which divides social media based on its diversity and uses into seven, which are used for publishing, sharing, discussing, commerce, location, networking, and games (Hinton & Hjorth, 2013). Meanwhile, based on the type of content presented, social media is divided into social media based on textual, visual, audio, and audiovisual narratives. Also, the selection of social media by adolescents with acne to conduct health communication can be said to be based on the characteristics of adolescent behavior in using social media (Triastuti, Endah, Dimas Adrianto, 2017).

Health communication using social media appropriately can positively impact the health behavior of adolescents with acne. As explained by Berkman and Glass explained that there are five social influence networks: social influence, social adherence and involvement in social media, social advice, social involvement, and social support (Tamer & Assoc, 2019). However,

using social media in health communication can also negatively impact adolescents with acne, which can be trapped in health misinformation. For example, in a study conducted in the United States, more than 40% of adolescents have used social media for acne treatment. However, most of the treatment recommendations obtained by them are not entirely in accordance with the clinical guidelines of the United States Institution American Academy of Dermatology and are very risky if implemented (Yousaf et al., 2020).

From this explanation, it can be seen that there is a unique phenomenon of how adolescents with acne choose the most suitable social media for them and what kind of health communication is done on its platform. It is because it becomes a challenge for them to identify various social media that facilitate different forms of health communication and determine which social media suits their health information needs. So therefore, this phenomenon indicates that not all social media is used by adolescents with acne, seeing that each social media has its uniqueness in presenting health communication.

Based on the introduction described above, this study will examine the use of social media as a platform to conduct health communication effectively by adolescents with acne. This study examines using Computer Mediated Communication theory and the concept of

health communication.

This study aims to determine the choice of social media used in conducting health communication and the health communication activities carried out by adolescents with acne on social media. So therefore, this research is expected to provide knowledge about which social media is considered effective in conducting health communication, especially for adolescents suffering from acne, and to know each social media suitable for a certain health communication form and information.

RESEARCH METHOD

The research method used by researchers in this study is a qualitative approach with descriptive methods. This descriptive research aims to make a systematic, factual, and accurate description or painting of the facts, characteristics, and relationships between the phenomena investigated. Qualitative research methods are a study used to examine natural objects where researchers are key instruments; data collection techniques are combined; inductive data analysis and qualitative research results emphasize meaning rather than generalization.

The subject of the study is adolescents in Indonesia who suffer from acne skin disease. The object of study in this study is the use of social media in health communication by

adolescents with acne.

The data collection techniques used in the study are interviews and document studies. Interviews were conducted with the selected informants using a purposive sampling technique. Informants were determined by the criteria made by researchers based on the research objectives (Prasanti, 2018).

The first criterion in determining research informants is adolescents in Indonesia domiciled in Banten, Jakarta, and West Java. Based on the results of a survey from the Association of Indonesian Internet Service Providers in 2022, these three regions have the highest penetration of Internet users in Indonesia (Asosiasi Penyelenggara Jasa Internet Indonesia, 2022). adolescents in this study are those aged 10-19 years, according to the World Health Organization (Ade, 2014). The following criterion is for informants suffering from acne skin disease with a minimum period of one year. That way, the informant has experience with a sufficient period in carrying out various health communication activities. Then the last criterion is actively using social media for at least 3 hours daily.

Based on the informant's criteria, seven informants have been obtained in this study. Informant 1 is Danti, aged 17 years, and has suffered from acne for 3 years. Informant 2 is Najwa, aged 18 years, and has suffered from

acne for 3 years. Informant 3 is Ayu, aged 18 years, and has suffered from acne for 3 years. Informant 4 is Irene, aged 16, who has suffered from acne for 2 years. Informant 5 is Kiki, aged 16 years, and has suffered from acne for 2 years. Informant 6 is Melta, aged 18, and has suffered from acne for 3 years. Informant 7 is Dania, aged 19 years, and has suffered from acne for 5 years.

All of the data is analyzed with (1) Data reduction, a step in which the researcher reads the data that has been obtained in the field by selecting, determining focus, simplifying, and transforming data from research interview answers, (2) Data presentation; a step that where the data has been selected is organized and presented in the research report and analyzed with concepts, (3) Concluding; the final step is that interpret data, provide explanations and even propositions (Rusandi & Muhammad Rusli, 2021).

RESULTS AND DISCUSSION

Based on interviews that have been conducted, researchers can describe the social media used by adolescent acne in conducting health communication. It shows the specifications of certain social media considered to be used in health communication. In addition, the reason for using social media also has the same basis. Researchers also obtained the results

of how the form of health communication that existed on social media was used by adolescents with acne. The results also show the similarity of the activity of health communication for each informant. In addition, it is also known which social media is considered the most effective in conducting health communication.

The informant interview results showed that six social media were used in health communication. Those social media are Instagram, Tiktok, Youtube, Twitter, WhatsApp, and Telegram. Instagram is the most widely used social media of those five social media. All informants stated that using Instagram as a platform to conduct health communication. After Instagram, Tiktok is ranked second most widely used, with as many as 6 informants. Then, YouTube, Twitter, and WhatsApp, each of which is used by 3 informants. Then the last is Telegram, which 2 informants only use.

If associated with the form of content, it can be identified that social media with audio-visual-based content is more widely used than textual based. It can be seen as Instagram and Tiktok is more widely used than Twitter, WhatsApp, and Telegram, with a huge gap. In addition, YouTube, a third video-based social media, is still used by many informants who are the same as Twitter and WhatsApp. These findings are similar to a study conducted by Aslan Kayiran in 2021, which showed that

most of the study subjects used Instagram and Youtube to search for information about acne, and a quarter of them read patient blogs (Aslan Kayiran et al., 2021)

Based on interview results, it is known that almost all informants said they tend to like messages with audiovisual or video-based forms compared to textual narratives. It is because the form of video is interesting and easier to understand the message conveyed. While contents in the form of textual narratives are less desirable because it gives a dizzy effect when reading, especially with too many words attached. These findings can also be proven by previous studies conducted in Turkey; that is to say video content is considered more effective and popular among people with acne in conducting health communication (Tamer & Assoc, 2019).

Suppose analyzed based on the characteristics of adolescent behavior in using social media, Instagram and TikTok being the most widely used platforms because of the features on its social media itself. From the book *Kajian Dampak Media Sosial Bagi Anak dan Remaja* by Endah Triastuti, adolescents tend to show their existence by commenting on friends' photo uploads on social media accounts. Not only that but adolescents also like to upload their actual results in the form of photos and videos (Triastuti, Endah, Dimas Adrianto,

2017). Therefore, adolescents tend to like social media, which has features that allow them to watch or consume content visually and audio-visually, leave comments, share information visually and audio-visually, and communicate through a special conversation column.

From these findings, it can be analyzed that forms of social media are still the basis for adolescents with acne in choosing social media. It is also in line with previous studies conducted in Saudi Arabia, stating that the most frequently used social media platforms among adolescents in obtaining acne information were Instagram, with a percentage of 34% (Bahaj et al., 2022).

There are also other reasons for the use of social media. It is divided into general and depends on each social media. Based on the interview results, some informants stated that they chose certain social media as a health communication platform because it was easy to access health information. It was conveyed by informant 6 as follows: "On Instagram, YouTube, Tiktok is easy to get the information. They are not complicated."

The same statement was also made by informant 2, as follows: "Because Instagram is the easiest to reach. We usually like to see health content, later on, the home or timeline. It also appears about health contents."

In addition to the ease of using social media and accessing information, Internet network

data is also being considered when using social media. It is stated by informant 4 as follows: "Compared to other social media, the Internet network data is big. The thing is, I use personal Internet network data; I do not use wifi."

The statement was also delivered by informant 5 as follows: "In the past, I rarely opened Instagram because it takes a lot of Internet network data. Because I am a student."

The Internet network data used in accessing social media is one of the important aspects where adolescents still have limitations in costs. To use social media, users must have Internet network data that is on each of the devices. Each social media also has different costs in using Internet network data. Thus, informants tend to choose social media that do not take too much Internet network data.

From these findings, it can be seen that an analysis of the most general reasons adolescents with acne use social media as a health communication platform is regarding access to its social media. Consideration of this access is divided into two as follows, based on the usage of social and the availability of health information on social media.

Several informants also explain the reasons for using social media chosen based on the unique health communication of each social media itself. Classification of reasons for using each social media in health communication by

Table 1 Premiss using each social media in health communication by adolescent acne

No	Social Media	Premiss
1	Instagram	Lots of influencer accounts and other acne sufferers share experiences and stories about acne problems. There also have dermatologist experts account who provide education about acne. Then, as a further health communication platform, users can use the Direct Message feature for more intimacy.
2	TikTok	Communication can be widely spread and massive with the duration of content that tends to be more concise. Lots of acne sufferers have acne problem content. There also have reviews of skincare products.
3	Youtube	More detailed skin health information needs.
4	Twitter	Various reviews and discussions about facial health products that are considered tend to be more honest.
5	Whatsapp	As a platform to discuss with close friends about acne through chat.
6	Telegram	Communication tends to be more active and responsive in the form of health discussion forums. Health communication is also about information and conveying support and motivation.

Source: Research Result, 2023

adolescent acne can be seen in Table 1.

From this classification, social media used by adolescents can be categorized based on their use through the social media landscape concept by Fred Cavazza (Hinton & Hjorth, 2013). The six social media used by informants can be divided into three categories: Share, Network, and Publish.

Instagram, Tiktok, and YouTube are in the Share category, social media that allows users to share content in the form of videos, photos, links, music, or documents. Although these social media are in the same category, each has its characteristics, such as how its users conduct health communication.

Based on Table 1, Instagram social

media tends to be filled with influencers and acne sufferers who emphasize experience, stories, support, and motivation in their health communication. It is as stated by Informant 1 as follows: "On Instagram, I can see the influencers with acne problems; they are cool. It makes my mental health condition better after seeing the content.

The same thing was explained by informant 6 as follows:

For example, on Instagram, I see who the person is. Does she have the same acne problems as me, or, for example, is she an influencer, and can they recommend what acne products are good? I was very happy to see other acne sufferers because I saw the comment and really liked it. The comment was encouraging.

An example of an influencer alluded to by

informant 6 with great health communication is Ratu Ghania. Ratu Ghania's content on her personal Instagram account is a form of health communication that is often found on social media Instagram. Besides Ratu Ghania, several other acne sufferers often outwit their skin health experiences, such as Puspita Mayangsari, Valencia Nathania, and Christina Immanuel, who are commalluded to by informant 3 in the interview.

YouTube is better known as a platform for finding information and detailed skin health education. It is based on a statement from informant 3 as follows: "I use YouTube because I want to know how to cure acne fully. So it is more to find information and learn to find out how to cure acne."

From the characteristics of the type of

communication that is owned, informants can also identify that the duration of health content on social media, YouTube tends to be longer.

Furthermore, Tiktok's social media has the characteristics given by informants, which is the media that most easily reach people with other acne sufferers. It is because its unique features and algorithm allow each uploaded content to be spread to other users massively. Thus, informants can share their experiences through content about acne to the audience widely while reaching other acne sufferers who have the same problems.

Continuing the previous findings, video-based content with a short duration makes it easy for informants in the adolescent age group to understand the health communication seen on social media content. However, this social



Source: Instagram, 2023

Figure 1 Ratu Ghania's Influencer Health Experience Content on Instagram

media still has bad characteristics in health communication activities. It is as stated by informant 4, as follows: "Content on TikTok is also a bit suspicious; I am afraid that the content is an advertisement, not the personal use of facial care products." A similar statement was also made by informant 7 as follows: "There are a lot of promotions not based on experience on TikTok. So it is not trusted. I do not know which one is an honest review." From these statements, health communication in TikTok tends to be suspected because of the many reviews that are not based on personal use but only on promotion.

The next social media category is Networks, including Telegram and WhatsApp. Both social media have the same use, providing a medium for people with acne to talk about health through chat or messenger. However, a significant difference is in the closeness of the communicant.

On Telegram, informants tend to join a group chat that actively conducts health communication. Informant is motivated to use this social media because its users are active and responsive. The topics are also not limited to information and education, such as support, enthusiasm, and motivation. It was conveyed by informant 1 as follows: "There is a community group, and I joined. When I asked, they quickly answered. Then they also sometimes like

sympathy, like I have friends. I do not feel alone as acne sufferers."

Based on the form of communication, informants use Telegram as a platform to make friends and relationships to not to feel alone as acne sufferers. In addition, this social media is needed when adolescents with acne want information quickly just by joining a community chat group that can be easily found.

Informants only use WhatsApp to talk with the closest people or are known to discuss acne. It is in accordance with the statement of informant 4, as follows: "Usage of WhatsApp might be because chatting with my close friends is comfortable."

Not only that, but WhatsApp is also a communication platform extension of the previous platform, Telegram. It is in accordance with the statement of informant 5, as follows: "When I join the telegram group, I get new friends. Because it is more familiar and private." then the conversation moved to the chat platform on WhatsApp. From this statement, it can be assessed that WhatsApp is a private and close communication medium, so health communication is conducted by informants only with the closest person.

The last category is Publish, including Twitter. In this category of the use of social media, forms of communication are textual narratives such as blog platforms, microblogs,

and wikis. Twitter is included in the microblog so that the health communication is in the form of text. Because of its form and use, social media tends to be used to provide reviews. Users' freedom in writing reviews also encourages them to provide honest reviews and interact with other users in discussing these reviews. It is as stated by informant 7 as follows: "I tend to use Twitter because the users are more honest with the reviews, so it helps me."

Informant 4 also said that Twitter users also tend to be more critical, so the reviews uploaded are mostly honest, especially about the acne product experience.

These findings show that each social media, categorized based on its use, has different forms of health communication. The difference is not only in the message itself, as the concept put forward by Fred Cavazza, but also in who communicates on social media. The informants also have been able to see the quality of health communication on each of these social media. Therefore, every social media has been given a stigma or description of the characteristics of health communication by adolescents with acne to help them use each social media.

After knowing what social media is used along with the reasons and tendencies of the use of social media, researchers found a variety of health communication activities that have been carried out on the selected social media. Table

2 is a classification of health communication activities carried out by adolescents with acne on social media.

Table 2 shows that Instagram is a platform used by informants for various forms of communication. Then, almost all social media chosen by informants is used to interact directly with other users, such as personal or following a group chat. Communication activities on social media can also be associated with the characteristics of Computer-Mediated Communication. It is because communication activities carried out by informants are an example of the characteristics of the theory of Computer-Mediated Communication.

The first Computer-Mediated Communication characteristic is highly interactive communication, which can support complex interaction processes between the participants (Romiszowski & Mason, 1989). In this characteristic, users can communicate or send messages directly to other users and be given feedback. Communication forms based on these characteristics, such as communication with other users using the chatting feature (Direct Message Instagram, Direct Message Twitter feature, and WhatsApp chat features), can be seen. In addition, several social media also have diverse features such as communication between users in text and emojis, audio such as voice notes and calls, sending images and

Table 2 Classification of adolescent health communication activities on social media

No	Social Media	Activity
1	Instagram	<ul style="list-style-type: none"> ● Sharing content related to acne ● Seek content related to acne ● Interact through the comment section ● Interact through the Instagram Story feature ● Communicate with other users (chatting) through Direct Messages
2	TikTok	<ul style="list-style-type: none"> ● Join group chat on Direct Message ● Sharing content related to acne ● Seek content related to acne ● Interact through the comment section
3	Youtube	<ul style="list-style-type: none"> ● Seek content related to acne
4	Twitter	<ul style="list-style-type: none"> ● Sharing content related to acne ● Seek content related to acne ● Interact through tweets ● Join forum discussions (such as Menfess) ● Communicate with other users (chatting) through Direct Messages
5	Whatsapp	<ul style="list-style-type: none"> ● Communicate with other users (chatting)
6	Telegram	<ul style="list-style-type: none"> ● Join group chat

Source: Research Result, 2023

videos, and making video call calls. One of the great example of social media features for communication interactions between its users is WhatsApp. Therefore, it is unsurprising that several informants, such as informants 1, 4, and 6, tend to use WhatsApp to communicate with their close acne sufferers.

The second characteristic is multiway communication, which allows users to receive and respond to many other users or massively (Romiszowski & Mason, 1989). Examples of

forms of communication on social media with these characteristics are all sorts of content uploaded publicly (such as on Instagram, Twitter, Tiktok, and YouTube) and forums or discussion groups chat (such as on Instagram and Telegram).

In the form of content uploaded publicly, users can share content with social media audiences widely. Therefore, users can get responses from other users exposed to the content. Not only that, users can also enjoy the

content of other users who are exposed and can respond to the content. The concrete form of this communication activity includes informants 2, 3, 6, and 7, who actively upload content on Instagram, Tiktok, Twitter, and Youtube platforms. Interacting in the comments column with other users who respond to the uploaded content is also part of this characteristic.

Then, the form of a forum or discussion group, such as those of informants 1, 2, and 6 on Telegram and Instagram. For example, informant 6 revealed that joining a group chat for acne sufferers, Telegram found a very lively communication experience due to the many users who joined and were fast to respond to other users in a group conversation.

The last characteristic is synchronous and asynchronous communication. Synchronous communication is communication in real-time meanwhile, whereas asynchronous communication is communication that the users are not on simultaneously (Romiszowski & Mason, 1989). Asynchronous communication is conducted by informants, such as creating and uploading content, enjoying other user content, giving and returning comments, and interacting through other social media features. Examples of synchronous communication conducted by informants are communicating with other acne sufferers using personal chat features such as WhatsApp Messenger, Direct Message Twitter,

and Direct Message Instagram or through forums or groups such as Instagram and Telegram Group Chat.

If associated with the basic assumptions of computer-mediated communication theory, it can be analyzed that all of these social media allow adolescents with acne to carry out the “many for one” and “many for many” communication models. The forms of this communication model also vary, ranging from user-generated content and interaction between personal accounts to participating in a discussion forum or group chat.

From various forms of health communication activities carried out by informants on social media, there are three scopes of health communication: preventive, rehabilitation, and promotion (Ariana, 2016). All informants stated that they conduct health communication in the preventive scope. The discussion in the scope of health communication tends to education and information on how to prevent acne, understand the condition of facial skin, and recognize the forms of facial treatments, both products and lifestyle. The scope is obtained by adolescents with acne through all selected social media.

Then, the scope of rehabilitation is also conducted by all informants, mainly sought by informants when using social media. However, in this scope, rehabilitation is divided into

several focuses, such as physical, mental, and social healing. Basically, physical rehabilitation, such as how to cure acne, is also one of the health communications sought by informants when using social media.

Not only physical rehabilitation; several informants, such as informants 1 and 6, emphasize mental and social rehabilitation when using social media. Mental rehabilitation is in the form of communication supported by support and motivation. It is linked with the concern of adolescent acne, which is self-confidence in their physical appearance.

Informants obtain the scope of health communication through social media Telegram, Twitter, and Instagram. In the concrete form is to have a friend with acne problems and not feel alone. In addition, social rehabilitation is also the next scope of health communication needed by informants as adolescents.

Lastly, the scope of health communication is health promotion. This scope discusses campaigns, trends, or promotions of using

products to cure acne. In this scope, several informants are only exposed, but some carry out this health communication to their social media audience. For example, informant 7 revealed the following statement:

I also get paid. Because I once made content about acne, where I shared my experience. Then many audiences give interactions. From there, many beauty brands collaborate with me for product reviews.

Health promotion carried out by informant 7 also produces other benefits. Therefore, health communication in the scope of health promotion has been increasingly popular on various social media, especially on Instagram and TikTok platforms, most of which are used by teenagers who need information about health.

According to Berkman and Glass, social media can influence the health behavior of its users (Tamer & Assoc, 2019). In addition to linking it with the scope of health communication, all forms of health communication carried out by informants can be associated with social network influences by Berkman and Glass. The following is the classification of social media

Table 3 Classification of social media based on social network influences Berkman and Glass.

No	Social Network Influence	Social Media
1	Social influence	Instagram, TikTok, Twitter
2	Social adherence and involvement in social media	Instagram, Twitter, Telegram, Whatsapp
3	Social advice	Instagram, TikTok, Twitter, Telegram, Youtube
4	Social involvement	Instagram, TikTok, Telegram
5	Social support	Instagram, TikTok, Twitter, Telegram, Youtube

Source: Research Result, 2023

that facilitates social network influence so that it impacts health behavior in the form of a table.

First is social influence, the existence of social media itself, how its presence can affect the attitudes and behavior of users as well as expectations that are formed consciously or not. Influencers are facilitated through Instagram, Tiktok, and Twitter. Each social media has different characteristics seen from the form of the message and the audience. It was also stated by informant 4 that Instagram, Tiktok, and Twitter have differences in delivering messages or communicating. Therefore, users of these three social media tend to have different attitudes and behaviors thanks to their social media use.

Next is social adherence and involvement in social media, how social media enhances user interaction and connection. Telegram, WhatsApp, Twitter, and Instagram are social media that facilitate its users in this aspect. The results showed that some informants use WhatsApp, Twitter, and Instagram to interact directly and be closer to other acne sufferers. Meanwhile, Telegram, Twitter, and Instagram are used to add relations.

Next is social advice, how the social networking system influences users to access and obtain information resources, and the various suggestions provided. Social media that facilitate its users in this aspect are Instagram, Tiktok, Twitter, Telegram, and YouTube.

Informants expressed these five social media as a platform for finding information and facial treatment recommendations. However, there are differences in how to get the information. Usually, social media Instagram, Tiktok, and YouTube only need to write keywords to the search feature, and then the information content appears. Whereas, Telegram need discussion or conversation with other users. Then, social media Twitter can get information in both ways, searching on the search page and opening a conversation with other users.

Next is social involvement, how health behaviors or attitudes towards illness, such as happiness, depression, anxiety, obesity, and others, should not be contagious but can be transmitted and impact other users due to the connections in social networks. Social media that facilitate its users in this aspect are Instagram, Tiktok, and Telegram. There are several differences sources in influencing behavior towards personal health conditions in these three social media. 3 informants explained that on social media Instagram, influencers, and other acne people's accounts provide motivation and enthusiasm in healing acne and more confidence in their physical appearance. Then, 2 others stated that behavior towards health, such as enthusiasm and confidence, was obtained from TikTok users who wrote praise and support comments. Lastly, 2 other

informants stated that the effect arose from the active Telegram user in the discussion group chat or health communication forum.

Lastly is social support; social networks can significantly improve the health conditions of their users through emotional, functional, and informational support. This influence can be obtained through Instagram, Tiktok, Twitter, Telegram, and YouTube. However, Twitter and YouTube tend to have more influence on health improvement through functional and informal support. Meanwhile, Instagram, Tiktok, and Telegram can provide improvement through emotional, functional, and informational support.

From these findings, an analysis can be carried out that each social media has a social network influence on acne sufferers in the context of health communication. Two social network influences are mostly given by most social media, which are social advice and social support. It aligns with the main goal of acne sufferers in using social media as a health communication platform. The main goal is to get health information and psychological support. It is also known that only Instagram provides those five social influences, so it can be said that Instagram is a social media with the widest range in serving the needs and providing benefits for its users.

From the explanation above, it is known

which social media is used by adolescents with acne and how the form of health communication is in each social media. The researcher then asked the seven informants which social media is the most effective in conducting health communication. The interview results show that Instagram is considered the most effective as many as 3 informants stated the same answer. Then the second social media is Twitter and Telegram, with as many as 2 informants each stating. It is also in accordance with a study conducted by Tamer and Assoc, which shows that Internet-based videos are effective tools for health education (Tamer & Assoc, 2019).

From these findings, it can be analyzed that social media is an effective health communication platform for adolescents with acne if its social media fulfill various aspects of both the characteristics (such as features and form of communication) and the quality of the communication in it. It can be said that Instagram is called the most effective social media because the platform best suits the character and needs of the type of communication adolescents with acne need. This finding also reinforces the findings of previous studies that Instagram is the most widely used social media option as a health communication platform.

CONCLUSIONS

This study shows the conclusion

that there are several considerations by adolescents with acne to use social media as a health communication platform. As with the characteristics of adolescents and the need to obtain health information, video-based social media tends to be used more widely than textual narrative-based. This research showed that video-based communication is easier to understand and more interesting to watch. This study found that the most used social media is Instagram, followed by TikTok, Youtube, Twitter, WhatsApp, and Telegram. Apart from the form of the content, the ease or understanding of using social media and the characteristics of social media itself as a communication platform, such as its users, how to communicate, and so on, are also taken apart. However, there are new findings, which are cost considerations in using social media. Even though social media is classified as more economical than other communication media, adolescents as an age group who are not yet financially independent have limitations in paying for Internet network data. It is because several social media sites take a lot of Internet network data to stay online on Internet platforms. As a result, adolescents tend to choose social media that does not take up a lot of Internet network data.

This study also shows that acne-prone teenagers utilize all the characteristics of Computer-Mediated Communication on social

media in conducting health communication. All research informants carry out all scopes of health communication, from prevention and rehabilitation to promotion through suitable social media. However, Instagram is the social media that is considered the most effective in conducting health communication by adolescent acne. It is because various scopes of health communication can be done on this social media.

Therefore, this study is expected to provide an overview to the public, especially adolescents with acne, using social media. The use of social media must be considered in several aspects, such as who the user is, the purpose of using it, and the characteristics of social media. It is because those aspects correspond with the information obtained. For example, TikTok in this study is considered a social media that is ineffective as a health communication platform. Even though the form of the content is video-based, it is difficult to identify the credibility of the health information presented. However, TikTok remains one of the social media that adolescents often use.

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