



Exploring The Impact of Video and Poster Media on Leprosy Education: a Study on Instagram

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ABSTRACT

Introduction: Leprosy is a chronic infectious disease caused by *Mycobacterium leprae* that causes damage to the peripheral nerves. Leprosy prevalence data in Indonesia in 2020-2022 did not increase significantly. So secondary prevention is needed to minimize disability because the disability rate of leprosy in Indonesia is high. **Methods:** Health promotion activities regarding leprosy were carried out by making posters and educational videos related to leprosy and uploaded on Instagram. This activity was carried out by Public Health Science students offering B State University of Malang online through the Instagram account @komkes.ikmb22. **Results:** There is a significant difference in insight from health promotion media using videos and posters. The use of video media is preferred and reshared by the public compared to posters. Factors that support video health promotion media are preferred by the public because of the presence of images and sound so that it creates interest in learning and knowing information. **Conclusion:** video media is preferred than poster media because there are images and sounds that play at one time so that the audience is more interested in seeing and watching it and the information is easy to understand.

KEYWORDS

Leprosy, Health Education Media, Video

Received: 10 December 2023

Revised: 14 Maret 2024

Accepted: 18 December 2024

How to cite: Siswahyuni, Zulaika, et al. (2024). Exploring The Impact of Video and Poster Media on Leprosy Education: a Study on Instagram. *Inov Local Empowerment Mass in Developer Sustainable*, 2(2): 35-43.





INTRODUCTION

Leprosy is a chronic infectious disease caused by *Mycobacterium leprae* which causes damage to the peripheral nerves such as sensory, motor, and autonomic disorders (Prachika & Kurniawan, 2023). According to data on the prevalence of leprosy in Indonesia in 2020-2022, there was an insignificant increase (Riset et al., 2023). The total prevalence of leprosy disability at the provincial level in 2021 is 75.44% at level 0 disability and 7.88% at level 1 disability and 5.77% at level 3 disability (P2PM Kemenkes RI, 2021). The secondary prevention stage is needed because the disability rate of leprosy in Indonesia is increasing. Prevention at this stage is to limit defects or diseases that have already attacked or infected a person. Secondary prevention involves early detection and treatment of the disease (Sulistyarini et al., 2017).

Leprosy is still a disease that is feared and hidden because of potential discrimination from society (Maulidiyanti & Suciati, 2020). Leprosy sufferers worry that they will be ostracized by society because their disability adds to their psychological problems, so sufferers feel insecure, embarrassed, unhappy, and useless. This is all done by the community towards sufferers because of the low level of public knowledge about leprosy which results in increasingly negative thoughts towards leprosy sufferers (Suryanda et al., 2023). So, efforts are needed to overcome the negative stigma of leprosy by providing information and education using appropriate and innovative educational media to the community (Valentina & Erlindai, 2021). Health education is an effort to communicate health information to a group, community, or individual so that they can increase their knowledge about health (Sofaria & Musniati, 2023).

In the era of Industrial Revolution 4.0, technology cannot be separated from humans, especially the internet. The internet helps people to find what they want. As technology develops, especially in this era, the search for health information, which initially only came from print media, is now developing because of social media (Sudrajat & Anjani, 2022). The media itself plays a role in providing information to the public (Permatasari et al., 2023). Social media continues to develop from time to time in terms of quality and quantity. The many types of social media applications with various platforms provide many benefits for their users, such as making it easier to search for various information and use it in daily activities.

With advances in technology, it can be used as a medium to treat and eliminate society's bad stigma about leprosy. Apart from that, this technological advancement can also be a means of health education to increase public knowledge about leprosy. However, choosing the right media needs to be done so that the information conveyed is easily received so that knowledge can increase which ultimately results in changes in behavior in the target. The behavior in question includes knowledge, attitudes, and actions (Indah & Junaidi, 2021). One social media that can be used is Instagram. Instagram makes it easy for people to share information by uploading photos and videos. The photo upload feature on Instagram can be used as a means of educating the public about leprosy by uploading posters containing leprosy prevention. Apart from that, education can also be done in the form of videos.

Posters and videos are two different types of media. The choice of media type will influence the public's attractiveness to see the information conveyed. Therefore, this article will discuss the types of media that have more impact in disseminating health information, especially leprosy.



MATERIALS AND METHODS

In an effort to convey the messages contained in health promotion, media or communication channels are needed. With advances in technology, it can be used to support the achievement of health promotion goals, one of which is social media platforms (Destiny & Ismawardhani, 2023). Health promotion activities regarding leprosy are carried out by making posters and educational videos related to leprosy using the social media Instagram. Social media is now widely used as a method for health promotion because of the wide reach of social media users in Indonesia (Prayoga & Vionita, 2021). Instagram itself was chosen as social media to promote health related to leprosy because it is one of the social media with the most access in Indonesia, reaching 89% with the vulnerable aged 18-34 years and teenagers being the most accessed (Prihatiningsih, 2017). This activity takes place online via social media Instagram from the account: @komkes.ikmb22. This activity was carried out by students of Public Health Science Offering B, State University of Malang.

Social media users, especially Instagram, are the subjects of this activity. There were around 30 followers of the @komkes.ikmb22 account, aged 16 - 25 years when this leprosy health promotion activity was carried out. Followers are spread across various regions in Indonesia with the largest percentage being in Malang.

The method used is qualitative content analysis from educational posters and videos related to leprosy contained in Instagram posts @komkes.ikmb22. There are 2 processes in this activity: 1) analysis of respondents and formulation of material; and 2) creating leprosy health promotion media.

The first stage that must be carried out in creating material to be presented on social media is respondent analysis and material formulation. The purpose of conducting respondent analysis is as a form of adjusting the writing system, language and delivery style of promotional materials (Husna et al., 2022). Next is the material formulation stage, with the aim that respondents can accept and understand the material provided. The material that must be selected must be related to events and habits that are often found in everyday life (Ardi et al., 2021). The material presented in the video and poster is related to the negative stigma of leprosy that still exists in society, knowing what leprosy is, as well as solutions in the form of secondary prevention of leprosy. The form of this activity is actually similar to direct leprosy education but is packaged in the form of posters and videos presented online on social media such as Instagram.

The second stage is creating leprosy health promotion media. The process of making posters and educational videos about leprosy is carried out through Canva media. Canva is an online application that is easy for beginners to use for graphic design (Firmansyah et al., 2022). Many features make it easier for users to convey their messages, such as logos, symbols, and images. The Canva application was chosen because it is practical and has many supporting elements that make the process of delivering material easier.

The data that has previously been obtained will be subjected to content analysis. Analysis was carried out on posters and videos based on insights in the form of viewers, likes and shares when viewing educational posters and videos regarding leprosy prevention on Instagram feeds @komkes.ikmb22.

Results And Discussion

Leprosy Education using Social Media

The prevalence of leprosy in Indonesia according to the Ministry of Health (MOH) in 2022 reached



12,288 people. With the most cases among children reaching 1,133 children (Kemenkes, 2022). In addition, the age factor is also one of the strong causes of leprosy. Age factors that are highly at risk of infection in the leprosy population are the child and adult age groups. Children and adults are particularly vulnerable to health problems. The susceptibility of the child population to leprosy is influenced by the body's immunity against the disease. The young child population causes rapid disability when compared to older children (Srinalesti M and Iin N, 2020). Therefore, it is important to educate children to prevent leprosy, but it will be very difficult for parents when educating children without using a medium.

There are several ways to educate children and adults, one of which is by using social media. The use of social media is intended to make it easier to provide and access health education about leprosy so that it can easily recognize the characteristics of leprosy as a preventive measure. Currently, the use of social media among teenagers and adults is very high, it can make people more concerned about health by seeing platforms that spread posters or videos related to health education. Like the media we made, namely videos and posters uploaded through social media, namely Instagram @komkes.ikmb22. Providing education related to secondary prevention of leprosy in the form of videos and posters in the hope of reducing cases of leprosy in Indonesia, especially among children.

Theme

As we know leprosy is a chronic infectious disease that can be prevented and cured if the symptoms are not severe. There are three preventions of leprosy: primary, secondary, and tertiary prevention. Primary prevention is prevention that is done when the disease process has not yet started (in the pre-pathogenesis period). Tertiary prevention is prevention that is carried out when the disease process is advanced (the end of the pathogenesis period) with the aim of preventing disability and returning the patient to a healthy status (Perry N, 2018). Prevention for people at risk of leprosy is secondary prevention. Secondary prevention is a prevention effort that is carried out when the disease process is already underway, but signs/symptoms of illness have not yet appeared (early pathogenesis) with the aim of preventing the disease process from continuing. The aim is to stop further disease processes and prevent complications (Perry N, 2018). Activities carried out in the prevention of complications are:

- a. Early detection
 1. Case finding (individual or mass)
 2. Screening
- b. Provision of treatment
 1. Treatment is sufficient to stop the disease process.
 2. Prevent more severe complications.
 3. Provision of specialized facilities to limit disability and prevent death.

One of the implementations of secondary prevention that we do is by uploading health promotion media in the form of videos or posters related to secondary prevention of leprosy, so that people at risk of leprosy can be more concerned about their health so that the prevalence of leprosy in Indonesia is reduced.

Instagram as a Medium for Health Education

Currently Instagram is the fastest growing social media platform in the world and the most popular with people. Apart from just for personal use, Instagram is now used as a promotional media, one of which is health promotion. Social media can make it easier for people to get information about various things, one of which is in the health sector, namely as a medium for communicating information and health education. As a health communication media, internet media can change individual attitudes and behaviors related to certain health problems (Andriani et al., 2022). Which states that over time shows





that the use of leaflets, power points, booklets and flip sheets is less effective for increasing knowledge. The creation of educational and promotional media with advanced technology has been widely developed, such as using an audiovisual approach through videos and a visual approach through posters.

Use of Videos and Posters as Health Promotion Media

The use of audiovisual or video prioritizes hearing and vision, has an attractive appearance with elements of images so that the information conveyed can be more easily understood and remembered because in addition to getting image stimulus it is also equipped with sound and makes respondents satisfied (Aisah et al., 2021). Apart from audiovisual health promotion media can also use visual approaches such as posters.

A poster is an image or communication medium, which emphasizes the power of messages, images, and colors to be able to influence behavior, a person's attitude in doing something so that it can be understood even if only skimming. Posters serve to attract attention, persuade, motivate, and convey messages equipped with images and writing so that they are easily understood by the communicator. Attractive images and colors or illustrations are the main focus in posters so it is important to highlight them, supported by appropriate typography and words that are short but clear in meaning with the aim of influencing individuals or groups to be interested in the material being informed (Winingsih et al., 2020).

There are significant differences in health promotion media using videos and posters. This difference can be seen in terms of effectiveness, but both can be used together to convey information, especially in the field of effective health.

Table 1. Instagram Post Insights

Media	Insight Instagram		
	Like	Comment	Share
Video	147	20	113
Poster	41	13	17

Based on table 1, the results of Instagram insight analysis show that video health promotion media is liked by 147 people with 20 comments and 103 people who reshare the video, while posters are liked by 41 people with 13 comments and 27 people who reshare the poster. From the above analysis, it can be concluded that poster media is more liked and reshared by the public when compared to posters.

The factor that supports that video health promotion media is preferred by the public is the presence of images and sounds that play at one time, which creates interest in learning and knowing information. This question is in line with research (Isnaini et al., 2023) which states that using video media makes a person more interested and motivated to learn the information conveyed. In addition, the use of video media can also stimulate the brain and hearing simultaneously so that information is easier to understand and remember to increase knowledge and information. This statement is in line with the results of research (Aeni et al., 2018) which states that there is an increase in knowledge in individuals who are given education through video media compared to poster media.

Future Challenges and Solutions



Secondary prevention of leprosy aims to detect leprosy early so that appropriate treatment can be given immediately in order to cure the patient and prevent disability. In the future, challenges to secondary prevention of leprosy will inevitably come from various aspects. The challenge of early detection of leprosy comes from one's own knowledge about leprosy and its symptoms. Patient knowledge is an important aspect in treatment. Patients with proper knowledge will be more responsible for their treatment. Patients need to know that disability can be prevented. The disability incidence of leprosy is higher among patients who have a lack of knowledge about leprosy and the knowledge associated with the disability of leprosy (Wewengkang et al., 2016).

One of the challenges in leprosy treatment includes access to health services, which determines the spread of leprosy medication and patient compliance in taking medication. Treatment seeking and its relationship with access to health services also remains a challenge in leprosy control. Improved access to health services is associated with increased disease detection rates in some areas. Seeking treatment for leprosy patients will be difficult if access to health care facilities is far from the leprosy patient's home, as well as if the geographical location and access roads to medical facilities are difficult (Taqwim et al., n.d.).

A problem that often occurs during the treatment of leprosy patients is patient non-compliance in taking medication, because the healing process of leprosy is extremely long (Ahmad et al., 2023). The irregularities in taking Multi Drug Therapy (MDT) medications are caused by various factors, such as gender, knowledge, education, patient attitudes, family support, and economic level (Geroda et al., 2018). Compliance with treatment is the most important factor in the recovery of leprosy patients and requires supervision so that patients do not forget to take their daily medication and do not stop taking their medication. Treatment of leprosy patients is aimed at cutting off the chain of transmission, curing the patient, preventing the onset of deformities, or preventing the increase of deformities that already existed before treatment. In people who are already permanently disabled, treatment is given to prevent further disability. The challenges of secondary prevention of leprosy as discussed above require solutions to prevent the prevalence of leprosy from increasing. In this regard, the researcher suggests several possible solutions, such as:

- a. Provide education about leprosy
Low knowledge about leprosy and the stigma attached to leprosy cause people to have incorrect feelings and prejudices towards leprosy sufferers, which in turn manifest in negative attitudes and behaviors. This stigma can be prevented if patients, their families, and the community know the causes, symptoms, spread of the disease, and treatment of leprosy. This can be done by providing health education so that it is hoped that patients can seek regular treatment, do not need to be ostracized or shunned by their families and the community does not need to have excessive fear to socialize and visit public health facilities if they find signs of leprosy (Umi et al., 2022).
- b. Home visits
Remote access and poor geography to healthcare facilities for leprosy patients in remote areas make it difficult for leprosy patients to reach healthcare facilities for treatment. For this reason, health workers can visit patients to conduct routine checks. In other cases, the medicine can also be taken at the officer's house which is close to the patient's house so that they can take the medicine at any time (Ahmad and Pujiyanto, 2021).
- c. Getting family support
Adherence to taking medication in leprosy patients is influenced by the length of the treatment period, so perseverance and patience are needed. The onset of boredom and the feeling of being cured resulted in patients stopping treatment before the end of the treatment period was completed.



Factors that cause leprosy patients to be non-compliant include boredom with the treatment process because it takes a long time and giving up treatment because of worsening economic conditions. Another reason is that patients tend to stop treatment because they think they are cured or fine. In this case, full support from the family is needed for leprosy patients. Support from the family refers to social support that is seen by family members as something that can be done for the family, this social support can be done or not, but family members view that people who are supportive and always ready to provide help and assistance if needed from both the nuclear family and extended family function as a support system for their family members (Wiyarni et al., 2020).

CONCLUSIONS

Based on the discussion above, it can be concluded that leprosy can be prevented through various prevention efforts, one of which is through secondary prevention by conducting early detection and treatment. These prevention efforts can utilize social media platforms in the form of Instagram and in promoting it can be in the form of audiovisuals or posters. However, audiovisual promotional media is one of the more preferred promotional media compared to poster media due to several supporting factors, namely there are images and sounds that play at one time so that the audience is more interested in seeing and watching it. We hoped that by promoting health through social media platforms that are now in high demand, the leprosy morbidity rate would decrease and the audience would be more aware of the preventive measures that can be taken to overcome leprosy.

Acknowledgement

Gratitude is expressed to Instagram account @komkes.ikmb22 who has provided a place to conduct our study. Gratitude is expressed too Mr. Ronal Surya Aditya who has guided us to carry out this study. In addition, we would like to thank the other elements who have helped so that this study can be carried out well.

Conflict of Interest

The authors affirm that they have no known financial or interpersonal conflicts that would have appeared to have an impact on the research presented in this study.

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