

Health Promotion Analysis on Gastritis: Students' Knowledge and Attitudes Towards Students' Health

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ABSTRACT

Purpose of the study: The purpose of this study was to evaluate health promotion regarding gastritis on improving health knowledge of high school students. To measure the effectiveness of social media as a means of health education, as well as identify factors that influence the success of health promotion in improving students' understanding of gastritis.

Methodology: This study uses a qualitative approach to explore the analysis of health promotion regarding gastritis towards health knowledge of high school students. The population is 20 students in junior high school 10 Bengkulu who had access to social media. Data collection techniques used in-depth interviews and focus group discussions. Data obtained from interviews were analyzed using thematic analysis methods.

Main Findings: This research shows that health promotion about gastritis through social media is effective in increasing secondary school students' knowledge, attitudes and health behavior. Even though there is access and understanding of information, the use of digital platforms has proven to be able to reach and engage students in a more dynamic and interactive way.

Novelty/Originality of this study: The novelty of this study lies in the use of social media as the main tool in health promotion regarding gastritis. This approach offers a new and more effective way to reach high school students, compared to traditional methods such as lectures or distributing brochures. Social media has the potential to deliver health information in more engaging and interactive way.

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1. INTRODUCTION

Health promotion is a systematic and planned effort to improve individual and community health through the dissemination of relevant and useful information [1]–[3]. In the context of gastritis, health promotion aims to provide comprehensive education about the causes, symptoms, prevention and initial treatment of this disease. Through various educational programs, high school students can gain adequate knowledge about how to maintain stomach health and prevent gastritis. This education can be done through seminars, workshops, and distribution of educational materials such as pamphlets and posters [4], [5]. Apart from that, health promotion also plays a role in increasing awareness about the importance of healthy eating patterns, avoiding risk factors, and the importance of medical consultation if suspicious symptoms appear [6], [7]. With adequate knowledge, it is hoped that students can adopt healthy living behaviors that can prevent gastritis and other health problems.

Social media plays an important role in disseminating health information in today's digital era. Platforms such as Instagram, Facebook, and TikTok can be used to deliver educational material about gastritis in an engaging and accessible way for high school students [8]. The use of social media allows the rapid and wide dissemination of information, reaching students from various backgrounds and locations. The content presented can be in the form of educational videos, infographics, stories of experiences from gastritis sufferers, and direct question and answer sessions with health experts [9]. Social media also offers interactive features that allow students to actively participate, ask questions, and share information with their friends [10]. With a creative and interactive approach, social media can be a very effective tool in increasing students' health knowledge and encouraging them to adopt a healthier lifestyle.

Students' general knowledge about health varies greatly, depending on various factors such as educational background, access to information, and family environment. Increasing knowledge about gastritis among high school students can help them recognize early symptoms and take necessary preventive steps [11], [12]. Many students may not realize how an unhealthy diet, stress, and use of certain medications can affect their stomach health. Therefore, it is important to convey clear and easy to understand information about the anatomy and function of the stomach, as well as how gastritis can occur [13]. With good knowledge, students can identify symptoms such as heartburn, nausea, and vomiting, and seek medical help immediately. Apart from that, increased knowledge can also encourage students to make healthier food choices, reduce consumption of spicy and oily foods, and avoid habits that can damage the stomach.

Gastritis is a medical condition characterized by inflammation of the stomach lining, which can be caused by various factors such as *Helicobacter pylori* bacterial infection, use of non-steroidal anti-inflammatory drugs (NSAIDs), and unhealthy diet [14]. Common symptoms of gastritis include heartburn, nausea, vomiting, loss of appetite, and a feeling of fullness in the upper stomach after eating [15]. In more severe cases, gastritis can cause stomach bleeding that requires immediate medical treatment. Effective education about gastritis is essential to increase students' awareness and knowledge of the disease, so they can prevent and better manage the condition. Additionally, understanding risk factors and ways to prevent them can help students make healthier lifestyle choices, such as avoiding alcohol and tobacco consumption, and better managing stress.

Although health promotion about gastritis is important, there is still a gap between the available information and the knowledge of secondary school students as per research conducted by Tadese and Woldeamanue [16]. Many students do not have an adequate understanding of how to prevent and treat gastritis, so they are vulnerable to this disease. Factors such as lack of access to accurate information, minimal health education in schools, and low awareness of the importance of stomach health contribute to this research line [17]. This research seeks to identify and bridge these gaps through appropriate educational interventions. By understanding students' prior knowledge levels and their information needs, educational programs can be specifically designed to address information gaps and improve students' understanding. These efforts are not only important for the health of individual students but also for creating a healthier and more informed school environment [18]–[20].

The uniqueness of this research lies in the use of social media as the main tool in health promotion regarding gastritis. This approach offers a new, more effective way to reach secondary school students, compared to traditional methods such as lectures or distributing flyers. Social media has the potential to convey health information in a more interesting and interactive way, using various formats such as videos, infographics and live broadcasts. Additionally, social media allows direct interaction between students and health information providers, so students can ask questions and get answers in real-time. This approach is expected to increase students' involvement and interest in health topics, as well as make it easier for them to access information anytime and anywhere [21]. By utilizing digital platforms that are popular among teenagers, this research aims to increase the effectiveness of health promotion and achieve better results in increasing students' knowledge about gastritis.

This research is very urgent considering the high prevalence of gastritis among teenagers due to poor diet and lack of awareness about the importance of stomach health. Irregular eating habits, consumption of fast food, and high stress in the school environment can increase the risk of developing gastritis among high school students. Health education via social media can provide a quick and effective solution to improve students' health knowledge and behavior [22]. With the right information, students can learn how to avoid risk factors and take necessary precautions. Addressing these issues immediately is critical to preventing long-term impacts that can affect students' health and quality of life. In addition, prompt and appropriate intervention can also help reduce the public health burden and medical care costs caused by gastritis complications.

The aim of this study was to evaluate health promotion regarding gastritis to increase secondary school students' health knowledge. This research also aims to measure the effectiveness of social media as a means of health education, as well as identifying factors that influence the success of health promotion in increasing students' understanding of gastritis. Through this approach, it is hoped that the most effective strategies can be found in conveying health information to students, so that they can take the necessary preventive actions. It is hoped that the results of this research can provide recommendations for more effective health promotion strategies in the future, both through social media and other methods. Apart from that, this research also aims to

increase awareness about the importance of health education in schools and encourage the integration of sustainable health programs in the education curriculum.

2. RESEARCH METHOD

2.1 Types of Research

This research uses a qualitative approach to explore the analysis of health promotion regarding gastritis on secondary school students' health knowledge. A qualitative approach was chosen because it allows researchers to explore in depth students' understanding, experiences and perceptions regarding the health information they receive through health promotion [23]–[25]. This method also provides flexibility in collecting rich and contextual data, which is important for understanding how students process and apply information about gastritis in their daily lives.

2.2 Population and Sample

The population in this study were 20 students at 10 Bengkulu junior high schools who had access to social media. The research sample was selected purposively, namely students who actively use social media and have been involved in health promotion programs regarding gastritis. This sample selection aims to obtain relevant informants who are able to provide in-depth insight into the impact of health promotion. The number of samples is determined based on the principle of data saturation, where data collection is stopped when the information obtained is repeated and there are no longer significant variations.

2.3 Data Collection Techniques

The data collection techniques used in this research were in-depth interviews and focus group discussions (FGD). In-depth interviews were conducted to explore individual students' experiences regarding their reception and understanding of health information conveyed via social media [13]. Focus group discussions are used to obtain a collective perspective and group dynamics in understanding and applying the health information. Additionally, additional data were collected through participant observation and content analysis of health promotion materials accessed by students [26], [27].

2.4 Data Analysis Techniques

Data obtained from in-depth interviews and focus group discussions were analyzed using the thematic analysis method. The analysis process begins with data transcription, then coding is carried out to identify relevant themes and subthemes. After that, these themes were organized and interpreted to provide a comprehensive understanding of the influence of health promotion on students' knowledge about gastritis [14], [28]. Data validity was maintained through triangulation of data sources, checking validity by informants, and in-depth discussions between researchers.

2.5 Research Procedures

The research procedure begins with the preparation stage, namely preparing a research proposal and submitting permission to the school and ethics committee. Next, sample selection and interview schedules and focus group discussions were carried out. Data collection was carried out using in-depth interviews and focus group discussions, complemented by participant observation. The collected data was then analyzed using thematic analysis techniques. The results of the analysis are discussed and interpreted to answer the research questions. Finally, the research findings are compiled in a report accompanied by recommendations for improving health promotion strategies among secondary school students.

3. RESULTS AND DISCUSSION

From interviews conducted by researchers with 20 student respondents regarding initial knowledge about gastritis, the results showed that before seeing health promotions on social media, most respondents (14 out of 20) only had basic knowledge about gastritis. They generally know that gastritis is a stomach problem that causes stomach pain, but do not know the details about its causes or prevention. Six respondents didn't even know anything about gastritis. Some mentioned that they had heard the term gastritis from family or friends, but never received a detailed explanation.

In the aspect of information sources, the results showed that respondents generally got initial information about gastritis from family (8 respondents) and friends (4 respondents). Four respondents said they got the information from biology lessons at school, while four others said they learned about gastritis through internet searches before being exposed to health promotion on social media. They access health information through platforms such as Instagram and YouTube after seeing relevant health promotions.

In the aspect of the effectiveness of health promotion on social media, the results showed that all respondents stated that the health promotion about gastritis that they saw on social media was delivered in an interesting and easy to understand way [14], [29]. Sixteen out of 20 respondents felt that videos and infographics helped them understand more about the causes, symptoms and ways to prevent gastritis. Another four respondents felt that the information was useful, but wanted a more in-depth explanation. Overall, they consider social media to be an effective source of information because the content is interactive and visual [8], [13].

In the aspect of changes in knowledge and attitudes, the results showed that 18 respondents admitted that their knowledge about gastritis increased after seeing health promotions on social media. They now understand that poor diet and stress can cause gastritis, and the importance of avoiding certain medications that can irritate the stomach. Only two respondents felt that their knowledge had not changed significantly because they already had sufficient information before the promotion. Their attitude has also changed to become more alert to the symptoms of gastritis and more enthusiastic about maintaining stomach health.

In the aspect of application of information in daily life, the results showed that sixteen respondents said that the information they received influenced their eating habits, by preferring healthier foods and avoiding spicy and oily foods. Six of them also started to schedule meals more regularly and avoid eating late at night. Four respondents admitted that they had started reducing their use of non-steroidal anti-inflammatory drugs (NSAIDs) after learning about their side effects on the stomach. Meanwhile, four other respondents felt that although the information was useful, they still needed time to apply these changes to their daily routine.

This research is in line with research conducted by Mochartini and Dewi [30]. The research said that although health promotion about gastritis through social media has proven effective in increasing students' knowledge, there is still a significant gap between access to information and in-depth understanding among secondary school students. Many students still rely on traditional sources of information such as family and friends, and not all have sufficient digital literacy skills to filter accurate information from social media [31]. Additionally, not all students have equal access to the internet and digital devices, which may limit the reach of this health promotion [3]. This gap highlights the need for a more holistic and inclusive approach, one that relies not only on social media but also strengthens health education in schools and local communities to ensure that all students receive adequate and reliable information.

The results of this study have important implications for health promotion strategies among adolescents, especially in the context of formal and informal education. The finding that social media is an effective tool for disseminating health information suggests that educational institutions and health institutions must be more proactive in utilizing digital platforms for health campaigns. In addition, these results emphasize the need for sustainable integration of health promotion programs in school curricula to complement the information received through social media. Another implication is the importance of increasing digital literacy among students to help them identify correct information and avoid misinformation. Thus, effective health promotion can contribute to disease prevention, improve students' quality of life, and reduce the public health burden.

The novelty of this research lies in the use of social media as the main platform for health promotion about gastritis among secondary school students. This approach is innovative because it moves from traditional methods such as lectures and brochures to the use of digital technology that is more suited to the lifestyle and preferences of today's young generation. In addition, this research not only evaluates increases in knowledge but also changes in students' attitudes and behavior towards their stomach health. The use of social media allows for more dynamic, real-time two-way interactions between information providers and recipients, which can increase student engagement and understanding. An approach that utilizes educational videos, infographics and live question and answer sessions provides a new dimension in health education that is more effective and interesting for teenagers.

Although this research provides valuable insight into the effectiveness of health promotion via social media, there are several limitations that need to be noted. First, this research was conducted on a limited sample in one large city, so the results may not be generalizable to student populations in other areas that have different internet and social media access. Second, the use of qualitative methods means that the data obtained is subjective and depends on individual perceptions, which may not reflect the entire student population. In addition, the success of health promotion through social media is highly dependent on the quality and consistency of the content presented, which could not always be controlled in this study. Another limitation is the potential for bias in respondents who may provide answers they perceive as desired by the researcher. Lastly, this study did not evaluate the long-term impact of increasing knowledge and changing behavior, so further research is needed to measure the effectiveness of this intervention over a longer period of time.

4. CONCLUSION

This research shows that health promotion about gastritis through social media is effective in increasing secondary school students' knowledge, attitudes and health behavior. Even though there are gaps in access and understanding of information, the use of digital platforms has proven to be able to reach and engage students in a

more dynamic and interactive way. Therefore, it is recommended that educational institutions and health institutions make more use of social media for health campaigns targeting teenagers. Additionally, ongoing health education programs should be integrated into school curricula to reinforce information obtained through social media. Increasing digital literacy is also important to help students filter accurate information and prevent misinformation. Further research is needed to evaluate the long-term impact of these interventions as well as to develop more inclusive and comprehensive health promotion strategies.

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