Content Analysis Of Instagram Account @Ykesperempuan As An Educational And Campaign Medium For Adolescent Sexual and Reproductive Health

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Abstract.

This study aims to analyze the content of the @ykesperempuan Instagram account as an educational and campaign medium for adolescent sexual and reproductive health. This research used content analysis by grouping the information displayed in theme categories, the format of the content displayed, and analyzing the engagement of the followers. The results showed that there were five categories of themes on the @ykesperempuan Instagram account. These are education, information on activities, campaigns, national/international holidays, and others. There were some formats of the content, such as photo and text information, infographics and text, video and text, and podcasts. Follower engagement on the @ykesperempuan account is still low because only 12.5% of all posts receive active responses in the form of comments, and most of the followers' responses are passive responses (likes). Based on these results, it is recommended that the @ykesperempuan account use more content with audio-visual formats, both in the form of videos and podcasts to attract more audiences, so that they can disseminate information and campaigns to a wider audience. In addition, the use of photos and videos can also be done to increase follower engagement on @ykesperempuan account.

Keywords: Social media; sexual and reproductive health ;content analysis; adolescents and Instagram.

I.   INTRODUCTION

Understanding of sexual and reproductive health is very important for women, both adolescents and adults. However, the topic is still taboo to be discussed openly [1] [2]. This can affect adolescents' understanding of reproductive health. On the other hand, low knowledge about sexual and reproductive health in adolescents is one of the causes of other social problems, such as unwanted pregnancy [3]. In 2020, the number of unwanted pregnancies in Indonesia is still quite high, reaching 17.5% (www.kompas.com, 2020). Another problem related to sexual and reproductive health is child marriage. There are still many child marriages in Indonesia. According to Komnas Perempuan, throughout 2020 there was a significant increase in the dispensation for child marriage, which was 3 times in 2020. In addition, the number of cases of cyber gender-based violence (online/online space) also increased significantly in 2020 [4]. These problems have attracted the attention of various parties, and the importance of providing education to young people is increasingly being realized.   Social media is an important source of information at this time, where social media is the most popular media for women in seeking health information compared to other media such as television or radio [5]. Berliana et al. (2021) also found that the majority of adolescents use social media as a source of information [6]. One of the important characteristics of social media so that it has the potential to be used as an educational and campaign is that social media can display various content formats, whether in the form of text, images, audio, or video. In addition, it is interactive [7] and can attract engagement from its followers [8].

Information about sexual and reproductive health is important for women, both adolescents and adults. However, topics related to sexual and reproductive health is still considered taboo in many developing countries [9], including in Indonesia [10]. Muthmainnah et al. found that there is still a gap in adolescents' knowledge about sexual and reproductive health. Adolescents who attend public schools have better knowledge of sexual and reproductive health than those who attend religion-based schools. This happens because of access to better sources of information.   Brunelli et al., (2022) found that knowledge about sexual and reproductive health among students was relatively low. This lack of knowledge can cause other problems, one of them is child marriage [3]. With regard to conditions in Indonesia, according to data from the Directorate General of the Religious Courts, applications for dispensation for child marriage in Indonesia are still high [12]. Some of the causes of child marriage are due to parents who are permissive of

their adolescent relationships and the lack of knowledge of adolescents about sexual and reproductive health [13]. Child marriages can have a negative impact on reproductive health, both for women and men [14] and are at risk for babies born, for example babies will be born with low birth weight [15]. Therefore, efforts are needed to provide education to adolescents to increase knowledge of sexual and reproductive health and avoid its negative impacts.

Social media has the potential as a medium to promote health [16] one of which is sexual and reproductive health for adolescents [17]; [6]. In the Indonesian context, this is also possible, because of the large number of social media users in Indonesia. According to data from Hootsuite/We Are Social (2021), there are 170 million social media users in Indonesia. Instagram is one of the most popular social media, after Youtube and Whatsapp, with 85 million users (Hootsuite/We Are Social, 2021). This is in line with the study of Nisaa and Arifah that among various types of social media, Instagram is the most widely used social media by teenagers [17]. One of the advantages of social media is that social media provides easy access to information related to medicine and health [18]. The popularity of social media makes various health organizations able to increase health campaign activities more massively and cheaper and reach a wider audience than traditional media [19]. One important characteristic of social media is interactivity [7] which allows users to interact (engage) and respond to the posts displayed. [20] explains that there are three types of social media content that affect the engagement of its users which are rational (informational, functional, educational, event), interactional (related to experience, personal, employee, brand community, customer relations, cause-related), and transactional (remuneration, sales promotion, brand resonance). Social media has the potential to be used as a medium for health education, because social media has various advantages that traditional media do not have, such as being more attractive and more interactive. Social media makes it possible for users to interact (engage) with account owners either by responding directly to posts that are displayed, for example by commenting, liking a post, or by sharing a post and recommending it to other users [21].

In relation to sexual and reproductive health issues, such as violence against women, Instagram is one of the social media that has the potential to be used as a medium to encourage prevention and campaigns on violence against women [22]. For example, by designing messages that encourage adolescents to have healthy sexual behavior through illustrated stories on social media [23]. Plaisime et al., (2020) in his study of the potential of social media to promote health in adolescents, found that adolescents use social media to seek health information, but many adolescents cannot identify reliable sources of information. Teenagers want information on social media to be interesting and appropriate to the different needs of teenagers. One of the educational efforts about adolescent sexual and reproductive health is carried out by the Yayasan Kesehatan Perempuan (YKP) through social media, especially the @ykesperempuan Instagram account. YKP is a social/non-profit organization concerned with reproductive health education which was established on June 19, 2001 in Jakarta, which focuses on campaigning for sexual and reproductive health rights, prevention of child marriage, and education on sexual and reproductive health rights (https://ykp.or.id/, 2022). YKP also participates in various awareness campaign programs for women's reproductive health rights, such as in formulating policies related to women, organizing various training activities, webinars, talk shows, and so on. YKP also uses various digital media to provide education about women's reproductive health rights, including websites and various social media such as Instagram, Facebook, Youtube, Twitter, and podcasts. Therefore, the use of social media Instagram by YKP to provide education to teenagers is very relevant.

Therefore, it is important to analyze how the @ykesperempuan Instagram account displays content that is in accordance with its mission to provide education and campaigns on sexual and reproductive health issues? This study uses the content analysis method and is focused on answering three research questions, which are: (RQ1) What themes are displayed on the @ykesperempuan Instagram account?; (RQ 2) What content formats are displayed on @ykesperempuan?; (RQ3) How is the follower engagement on the @ykesperempuan Instagram account? The structure of this article is divided into several parts. The first part is the introductory section which contains the background of the research and literature review, followed by method, results and discussion, and the last part is conclusion and recommendation.

II.   METHODS

This research was conducted using the content analysis method by manually analyzing all content (total sampling) on the @ykesperempuan Instagram account since posting the first time on September 13, 2019 to June 7, 2022, totaling 224 posts. Krippendorff (1989) explains that content analysis is a research technique to make valid and replicable interpretations of data in context. Content analysis is generally used to analyze media content. In this study, content analysis is used to analyze the content of the @yksperempuan Instagram account which includes three questions. Those are regarding theme categories, content format, and follower engagement. To analyze the themes, thematic analysis is used because it can help to analyze various types of data and is flexible [25].

To produce more objective data, I was assisted by one coder to observe and read every post on the account. Furthermore, to get data about the theme categories displayed, we grouped the data into several main theme categories and the form of content displayed. Meanwhile, to get data about follower engagement, we observed content that received the most likes and responses in the form of comments from followers. The next step is to input the data into the coding sheet according to the required data, which are the theme category, the type of content displayed, and user engagement with followers.To calculate intercoder reliability, the Holsti formula is used to calculate the agreement index, where two coders evaluate the same unit [26]. The results of the calculation of reliability between coders produce a value of 99%, which means the correlation is very high [27] so that the analysis carried out is reliable. The results of this study are shown in the results and discussion section below.

III.   RESULT AND DISCUSSION

The following will present the results of the research in the form of an overview of the @ykesperempuan Instagram account, the theme categories displayed on the account, the content format used, and user engagement with followers.

Results

YKP is quite active in using various digital media to communicate with the public, such as Instagram, Facebook, Twitter, podcasts, and websites. This research will focus on the Instagram account with the name @ykesperempuan. The Instagram account @ykesperempuan started posting for the first time on September 13, 2019. Until June 7, 2022, there were 224 posts. The account has 1,552 followers and follows 269 other accounts. The following is the view of the @ykesperempuan account.

Theme Category

Based on the analysis conducted, there are five categories of themes on the @ykesperempuan Instagram account. These are education, national/international holidays, information on activities, campaigns, and others. The following is the frequency distribution of each theme category on the @ykesperempuan Instagram account.

No	Theme Category	f	%
1	Education	56	25
2	Public holidays	24	11
3	Event information	65	29
4	Campaign	60	27
5	Others	19	8
		224	100

From the data above, it can be seen that there are five categories of themes on the @ykesperempuan Instagram account. These are education, commemoration of national/international holidays, information on activities, campaigns, and others. Among the five themes, content containing activity information was the most frequent (65 posts/29%), while the theme that appeared the least was the other theme category (19 posts/8%).Based on the observation on the account, information about activities generally regarding activities carried out by YKP, such as providing training or education to youth in various cities in Indonesia, information about activities to be carried out, such as webinars, talk shows, etc. Education and campaign themes on sexual and reproductive health issues, which are the core of YKP's activities, do not dominate the content of the @ykesperempuan account, even though the two categories of themes add up to 52% of all posts. Content containing education is displayed quite a lot, which is 56 posts (25%), while content for sexual and reproductive health campaigns is 60 posts (27%). Educational content generally contains information that educates youth about issues related to sexual and reproductive health, such as healthy dating, dating violence, unwanted pregnancy, online gender-based violence, child marriage, and education about the right for women to decide on issues related to sexual and reproductive health. However, in addition to education on matters related to reproductive health, there is also education related to other health topics such as about health during a pandemic and maintaining health protocols during a pandemic.

The most displayed educational content and campaigns were about child marriage, sexual violence, and unwanted pregnancy. This is because these themes are still a serious problem in Indonesia, for example regarding child marriage. According to Law no. 16 of 2019, the minimum age for marriage in Indonesia, for both men and women, is 19 years. But in reality, there are still many child marriages in Indonesia, where according to data from the Ministry of Social Affairs, during the COVID-19 pandemic, the number of child marriages in Indonesia also increased (https://puspensos.kemensos.go.id, 2021). Educational content provides information for the public, especially women, to increase awareness and knowledge about issues related to sexual and reproductive health. Meanwhile, campaign content generally uses persuasive language and invites the audience to do something, such as stop violence against women, "AYO KAWAL!. Of all the posts on the account, 51% of the content is in the form of education and campaigns about sexual and reproductive health. This is in line with YKP's mission to raise awareness about sexual and reproductive health issues among women.   With regard to the delivery of information, because one of the YKP's targets is adolescents, the delivery of information and education uses language that is easily understood by adolescents. One of the examples is educational content about sexual violence in dating, which is delivered in language that is easily understood by teenagers.
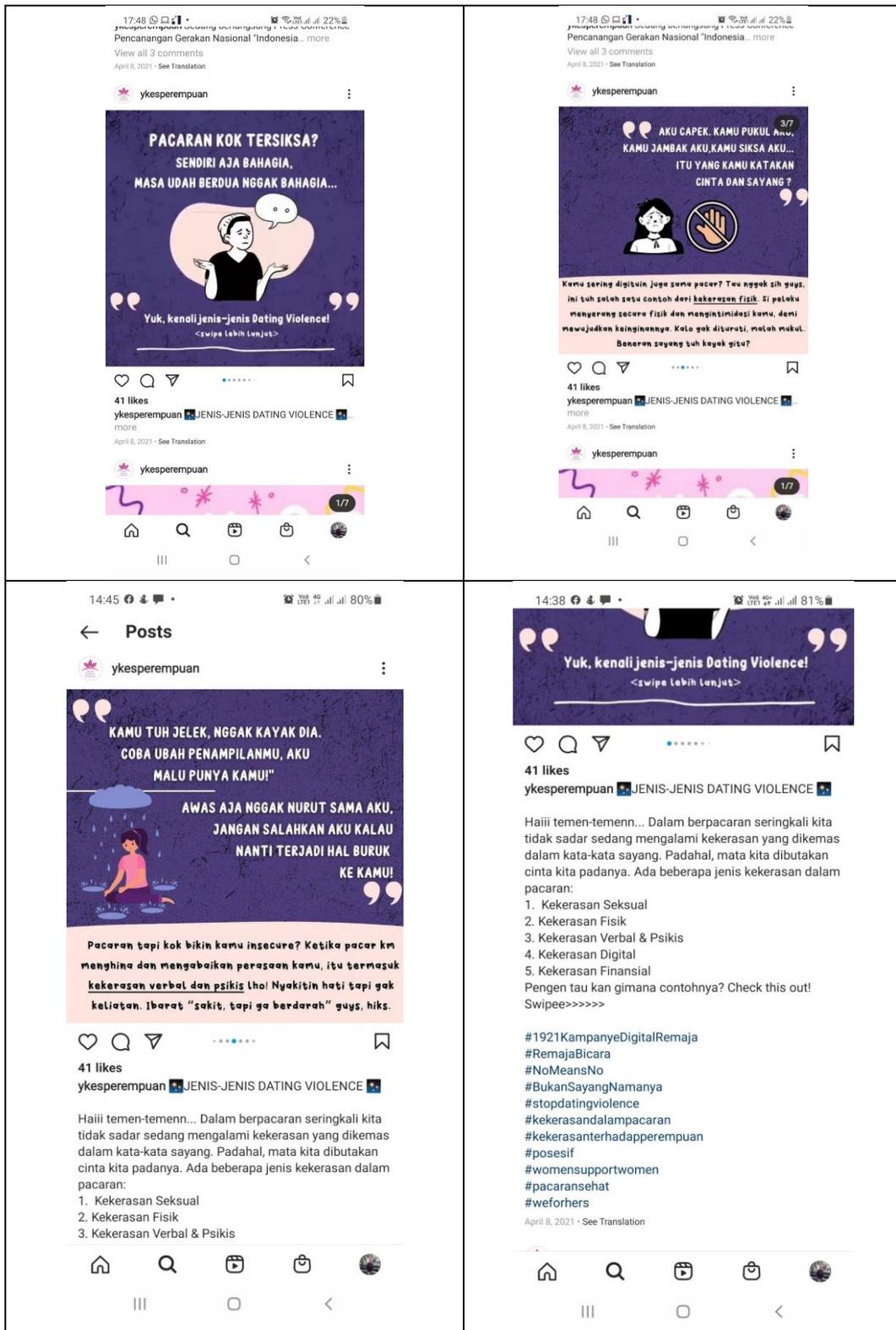
From the example, it can be seen that @ykesperempuan tries to "approach" its target audience, which are teenagers, by displaying educational messages related to the types of violence in dating relationships with today's language and easy to understand by teenagers. In addition, interesting illustrations are also used so that they can attract the attention of their followers. This is in line with the findings of Chernick et al. that content with picture stories will be liked by teenagers and is considered informative [23]. The topics that are displayed regarding violence in dating relationships are topics that are relevant to adolescents. At this time there is still a lot of cases of violence in dating in Indonesia. According to Komnas Perempuan data, during 2020 there were 1,309 cases of violence in dating. The occurrence of cases of violence in dating is in line with the increase in cases of cyber gender-based violence ([4]. This condition

makes the issue of sexual violence against women an important issue for YKP to be conveyed to the public through education and campaigns. The use of Instagram as a medium to educate teenagers about dating violence is relevant. This is because according to the 2021 Indonesia Digital Literacy Status Survey from the Ministry of Communication and Information, Instagram is one of the social media that has increased trust from social media users in Indonesia (Indonesian Digital Literacy Status, 2021). Thus, Instagram has the potential to be used as an educational medium and anti-violence campaign. The issues of violence displayed on Instagram reflect community understanding, approaches, prevention, and how users interact with the topic of IPV (intimate partner violence) [22]. The @ykesperempuan account also uses hashtags such as #stopdatingviolence, #violence in dating, #violence against women, #healthy dating, and so on. These hashtags lend support to the concept that social media can be an effective medium to promote understanding of IPV [22].

Content Format

Based on the observations made, there are four forms of content on the @ykesperempuan account. Those are video and text, images and text, photos and text, and podcasts. The following is the frequency distribution of each of these content forms.

No.	Content Format	f	%
1.	Video and text	41	18
2.	Images and text	114	52
3.	Photos and text	66	29
4.	Podcast	3	1
	Total	224	100

The data shows that the most types of content displayed on the @ykesperempuan account are images and text, which are 114 posts (52%), while the least content is podcasts, with 3 posts (1%). The types of content displayed are quite diverse, because they display text, images, video, and audio. The following is an example of content in the form of a video containing education about the anti-child marriage campaign, which was posted on September 25, 2020. The video contains data on the number of child marriages, the causes of child marriage, and the efforts that need to be made to prevent child marriage.

The video is quite informative because it displays data on the number of child marriages and features an official source at Bappenas who conveys about the reasons why child marriage has increased during the pandemic. However, the quality of the video displayed is not optimal, because it appears that the video was not made professionally. This is unfortunate, because video content has the potential to attract higher engagement [20].Examples of other formats that are displayed are in the form of images (infographics) as follows.


The image is educational content about forms of gender inequality. Information about these forms of gender inequality are presented in attractive illustrations and easy-to-understand language. Users or followers must swipe to read the information on each slide. In general, the pictures or infographics displayed on the @ykesperempuan account are interesting because they use attractive illustrations and colors, so they can attract the attention of Instagram users.

Follower Engagement

Follower engagement in this study is focused on direct responses to posts in the form of comments, likes, and the number of views on the video. Based on observations, in general the content on the @ykesperempuan account only gets a few likes, comments, or views on videos, when compared to the number of followers of 1552 followers. From the observation, most of the followers' responses are in the form of passive responses (likes, views), while the active responses in the form of comments are still very limited, where only 12.5% of the total posts get comments from followers.The number of likes on the posts of the @ykesperempuan account varies, ranging from 3 to 402 likes. The post that received the least number of likes was the first post on the @ykesperempuan account, on September 13, 2019, a total of 3 likes, in the form of photos and text containing a campaign about anti-child marriage. While the post in the form of images and text that received the highest number of likes and comments was the post on May 14, 2022, which contained information on a photo contest with the theme "It's time for women to decide!". The post got 402 likes and 26 comments.

The comments given show enthusiasm for the photo contest. In general, engagement on the @ykesperempuan account is low, because out of a total of 224 posts, only 28 posts (12.5%) get comments, of which 16 posts only get 1 comment.Content in the form of videos and podcasts is quite interesting,

because it gets quite a lot of views from followers. The content in the form of videos that get the highest number of views is a video about the anti-child marriage campaign, which gets 439 views. Content in the form of podcasts also attracts engagement, because it gets quite a number of views. Of the four podcasts content displayed, on average, each podcast gets 116 views. The four podcasts contain educational content and campaigns, such as education about puberty and menstruation, discussions about nutritional youth, campaigns against child marriage, and the meaning of independence for young people. Based on observations on the activity of the @ykesperempuan account, there is an interaction between followers and the @ykesperempuan account in the comments section. However, the interaction that occurs is relatively low, because only a few posts get an active response in the form of comments from followers. For example, comments in the form of questions from followers regarding the photo contest on the post on May 14, 2022 were well answered by admin @ykesperempuan.
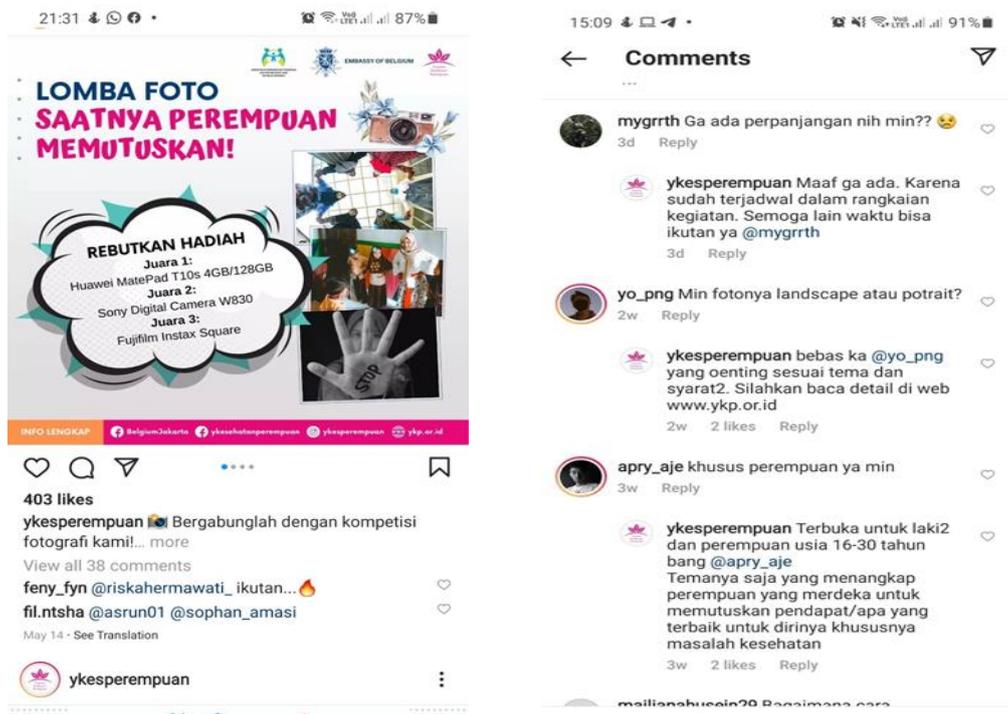
From the picture, it can be seen that the followers gave comments in the form of questions about the photo competition event and seemed enthusiastic about participating in the competition. The admin of the @ykesperempuan account answered questions given by followers with clear information. From these interactions, it can be seen that admin @ykesperempuan is trying to respond to followers' comments.

Discussion

Based on observations of all posts on the @ykesperempuan account (224 posts), it can be seen that the themes displayed on the account are urgent issues related to women's sexual and reproductive health, such as child marriage, sexual violence, unwanted pregnancy, and online gender-based violence. As much as 51% of the content is in the form of education and campaigns about sexual and reproductive health. Regarding the delivery of information, because one of the YKP's targets is youth, the delivery of information and education uses language that is easily understood by youth.This is quite interesting, because @ykesperempuan uses a variety of content, such as interesting infographics with attractive colors, language that is suitable for teenagers, contexts that are suitable for teenagers' social situations, and interesting illustrations. This is consistent with the study conducted by Chernick et al. (2022) regarding the use of illustrated stories displayed on social media to promote healthy sexual behavior for adolescents. They found that the teens found the content of the pictorial stories to be "relatable," "super-realistic," and "educational." Therefore, the use of interesting infographics by @ykesperempuan is good enough and provides educative information for teenagers.Based on the observations, it can be analyzed that the content on the @ykesperempuan account has not attracted high engagement from its followers.

Most of the posts on these accounts do not get a high number of likes and comments. Content that attracts high engagement in the form of likes from followers is content in the form of videos and podcasts. Shahbaznezhad et al. stated that content in the form of videos attracts higher active engagement than users in the form of comments, while content with photo formats will attract passive engagement in the form of likes [20]. However, this is not the case with @ykesperempuan's video content. This might happen because the video quality is not optimal and is not made professionally.In the context of the @ykesperempuan account, the content that received the most likes and comments was content in the format of images or infographics about photo contest information, with 402 likes and 26 comments. Another post about the photo contest got 32 likes and 8 comments. The content attracted the attention of followers because the competition offered attractive prizes. While the videos that get the most views are videos in the form of anti-child marriage campaigns. The video received 439 views, but no comments were given to the video. In general, the content display on the @ykesperempuan account is quite interesting, because it combines several formats, such as photos, videos, audio, graphics, and text. Li and Xie (2020) found that content in the form of good pictures and photos done professionally can attract user engagement on social media.

Content that contains education and campaigns in video format does not attract high engagement, it only attract a low number of likes and comments. This is inconsistent with the study of Shahbaznezhad et al. found that content in video format will attract active engagement by encouraging users to actively interact by sharing their opinions and comments on the posts displayed [20]. In the context of the @ykesperempuan account, high active engagement only occurs in photo contest information content that offers attractive prizes. Most of the engagement is passive engagement, such as likes and views of the posts displayed. In fact, the @ykesperempuan account is an Instagram account that provides education and campaigns on sexual and reproductive health for women. This is quite ironic, because content containing education and campaigns on sexual and reproductive health should be designed to attract the attention of its followers, so that the messages conveyed can reach a wider audience.

IV.   CONCLUSION

Based on the results, it can be concluded that there are five categories of themes on the @ykesperempuan Instagram account. These are education, campaigns, activity information, commemoration of national/international holidays, and others. The education and campaign categories were 51%, in accordance with the mission of the YKP organization to advocate for women's sexual and reproductive health. In terms of content formats, there are four types of formats, namely video and text, photos and text, image/graphics and text, and podcasts. User engagement on the @ykesperempuan account is still low, because of all the 224 posts studied, only 28 posts (12.5%) received active responses in the form of comments.

Based on these results, it can be seen that the themes presented by YKP through the @ykesperempuan account are relevant to the conditions of society in Indonesia, regarding the main issues of sexual and reproductive health. However, the content displayed has not been able to attract high engagement from its followers. Therefore, it is recommended that YKP use more content with audio-visual formats, both in the form of videos and podcasts to attract more audiences, so that they can disseminate information and campaigns to a wider audience. In addition, the use of photos and videos can also increase engagement on the account.

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