"Online Health Navigation: Study Case of @leonavictoria_ahligizi's Instagram's Impact on Information Fulfilment for Stunting Prevention"

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Abstract
This study investigates the impact of Instagram content on maternal attitudes and practices pertaining to child nutrition and the prevention of stunting. The study utilizes case study approach to analyze the Instagram account @leonavictoria_ahligizi on Milhinhos's theoretical framework. The research assesses the content of the account in terms of its relevance, accuracy, value, understandability, discoverability, and consistency. The analysis is contingent upon Instagram's capacity to address a variety of informational requirements, including cognitive, affective, personal integration, social integration, and tension release. The findings illustrate a statistically significant influence of Instagram in improving the dietary practices of mothers of preventing stunting in children. The findings analysis, utilizing SmartPLS 4. 0, revealed a significant association between Instagram content and users' understanding and dietary habits, as evidenced by a path coefficient of 0. 729 This suggests a substantial impact on the satisfaction of information needs. The demographic data indicates that the majority of the participants are well-educated mothers between the ages of 25 and 34, who are actively involved in consuming the content with the aim of enhancing their children's dietary habits. The material presented on @leonavictoria_ahligizi not only serves to increase knowledge and understanding but also facilitates the practical application of nutritional regimens essential for the early developmental phases of children. This highlights the significant importance of customized, trustworthy, and practical social media material in addressing child stunting and advancing public health by promoting informed dietary habits. The incorporation of social media platforms into health education initiatives signifies a substantial advancement in efforts to combat worldwide malnutrition and improve the health outcomes of communities.

Keywords: Content, Instagram, Healthy Food, Stunting, Nutrition

INTRODUCTION

Educational initiatives focused on nutrition are paramount in addressing worldwide health issues, especially in the mitigation of malnutrition (Diama, 2020; Wiryawan et al., 2024) and its resultant adverse effects, including stunted growth. Stunting is a pressing public health concern in the context of malnutrition, affecting a considerable number of children on a global scale (Crowe et al., 2021; Kesgin et al., 2024; Khatimah, 2019; Nikooyeh et al., 2022; Turnip, 2018; Walrod et al., 2018). According to the Indonesian Ministry of Health (2022), stunting is characterized as a condition of compromised child growth stemming from insufficient nutrient consumption over a prolonged duration, notably during the pivotal initial 1000 days of life, denoted as the 1000 *Hari Pertama Kehidupan* (HPK). This stage includes the gestation period of 270 days and the initial 730 days, or first two years, of the child's life. It is expected that stunting will have lasting impacts on children's cognitive abilities, including their ability for analytical thinking and the acquisition of knowledge. Furthermore, children who are stunted are significantly more likely to develop mental retardation (Nikooyeh et al., 2022)and chronic illness (Ningsih et al., 2019).

In 2019, data from the Indonesia Central Statistics Agency indicated a prevalence of stunting at 27%. The 2023 Indonesian Nutrition Status Survey (SSGI) data, as released by BKKBN, reveals a reduction in the prevalence of stunting to 21%. The prevalence of the phenomenon experienced a decrease of 6% from 244% in 2021. Despite this numerical decline, the corresponding percentage still remains comparatively high. This phenomenon can be attributed to the criteria set forth by the World Health Organization, which specifies a threshold of less than 20% (Kemenkes, 2022). In the context of promoting the optimal growth and development of children and reducing the likelihood of stunting, it is crucial for mothers to adopt a nurturing and encouraging role in the implementation of

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suitable dietary habits. Access to relevant and valuable information is essential for acquiring comprehensive maternal nutrition knowledge, and this may be facilitated through social media platforms, such as Instagram.

Instagram, a commonly employed social media platform for sharing visual content, serves as an interactive channel for the transmission of information, perspectives, and individual narratives related to health-related topics (Kent, 2024; Putra & Pamungkasari, 2022; Ratnasari et al., 2022). In fact, Instagram is widely favored by individuals seeking health-related information due to its capability to facilitate the visual sharing of health-related content, thereby enhancing comprehension among its user bases. Furthermore, the populace is becoming increasingly cognizant of the importance of accessing health-related information in order to enhance understanding and address inquiries regarding various issues, such as cognitive comprehension of dietary intake and nutritional requirements (Erlyn et al., 2021; Nadimin et al., 2020; Puska, 2002; Viviana & Kurniasari, 2024) , particularly in the context of pediatric health(Alamiyah et al., 2021; Zhao, 2024). The rapid dissemination of information through the social media platform Instagram has been found to have a substantial impact on cognitive processes, thereby exerting influence on a mother's behaviors as they relate to supporting her child's optimal growth and development (Arindita & Nasucha, 2022; Syahputra et al., 2023).

Due to this phenomenon, the study then investigates the potential for Instagram to effectively promote dietary habits aimed at preventing stunting, thus addressing the need for accessible online health information on the disease. Numerous Instagram accounts focused on nutritional content are presently utilizing the social media platform to disseminate information pertaining to the growth and development of children. These accounts were reviewed as a preliminary assessment to identify an appropriate focal point for the phenomenon. The examples of such individuals are identified as Miss Leona Victoria, with the social media account @leonavictoria_ahligizi, Dyah Arum K or @arumdyahk, and Tammy Herliani, who can be reached at @tammyukhti. The present study opted to examine the Instagram account @leonavictoria_ahligizi, which offers content pertinent to the interests and requirements of mothers and children. The subsequent analysis served as a framework for scholars to select the @leonavictoria_ahligizi account. The profile belonging to @leonavictoria_ahligizi was chosen for its focused content addressing the requirements of mothers and children, demonstrating the potential of Instagram as a platform for the dissemination of health-related information.

Utilizing Milhinhos's (2015) theoretical framework, this research assesses the portrayal of essential nutritional information on Instagram through various key indicators including relevance, accuracy, value, understandability, discoverability, and consistency. These indicators are integral in determining the efficacy of Instagram content in conveying important nutritional information. Moreover, the study delves into the extent to which the content fulfills a variety of information requirements, encompassing cognitive, affective, personal integration, social integration, and tension release, in accordance with the framework outlined by Katz, Gurevitch, and Haas (Humaizi, 2018)

All in all, the study underscores the significant potential of Instagram content as a potent platform for meeting users' informational requirements aimed at preventing stunting in children. The incorporation of social media into health promotion initiatives presents a hopeful opportunity for reaching a diverse demographic and producing significant advancements in nutritional education and behaviors. In the context of the contemporary digital era, utilizing social media platforms such as Instagram for educational objectives may have a significant impact on addressing global health issues, specifically in combating malnutrition and stunting.

RESEARCH METHODS

Research Design.

The study will use a descriptive research design with a quantitative methodology. Quantitative research uses numerical data for investigation. defines quantitative research methods as

systematic approaches to testing theories by investigating variable relationships. This is done using research instruments to produce numerical data for statistical analysis. This study will use a survey and questionnaire to gather basic data. The survey method aims to gather empirical data from field-gathered information.

Population and Samples

The population for this research is all 106 thousand Instagram followers of @leonavictoria_ahligizi as of June 2023. The Slovin formula applied to the dataset yielded a total of 99. 9057, approximated to 100 respondents. The study included 100 individuals. To achieve a more targeted sample, this study used purposive sampling. Samples will be selected based on specific criteria, including mothers with children aged six months to five years who have transitioned to complementary feeding. Understanding stunting disease is vital, and insights on children's healthy food and nutrition were gathered from the Instagram account @leonavictoria_ahligizi.

Measurement and Data Collection

The study uses a questionnaire for data collection. Questionnaires are used to collect large amounts of research data. The study used Google Form to give participants a closed-ended questionnaire. Respondents were then asked to choose from set answer options provided by the researcher. The research uses a 4-point Likert scale without including the score option 3 for a "neutral" or "undecided" response due to its ambiguous meanings. The Likert scale adaptation aims to reduce ambivalent or neutral responses showing a tendency to affirm or negate. Hadi (1991) suggests modifying the Likert scale to address respondents' tendency to gravitate towards the middle options, causing ambiguity in interpretation. Eliminating centrally positioned answer choices can improve clarity and preference.

Data Analysis

This research uses SEM (Structural Equation Model) to evaluate relationships between variables. Researchers used SmartPLS 4.0 with the PLS approach for data analysis. SmartPLS was chossen for its ability to describe the relationships and contributions of each indicator between variables in our research. SmartPLS can handle small samples and effectively manage missing or abnormally distributed data (Garson, 2016).

RESULTS AND DISCUSSION

Demographic Data

The survey instrument was administered in an electronic format through Google Form and disseminated to a sample of 100 individuals who engaged with the content of the @leonavictoria_ahligizi account by means of Instagram direct messaging. The process of selecting participants adhered to pre-established criteria, which specifically focused on identifying mothers with children aged 6 months to 5 years, possessing knowledge regarding stunting, and utilizing the Instagram content @leonavictoria_ahligizi as a resource for obtaining information pertaining to the dietary and nutritional requirements of their children.

The survey data has been collected and presented in a detailed manner using tables, revealing a discernible demographic profile. The age group of 25-34 years old comprises the largest proportion of participants, constituting 56% of the overall respondent population. A notable demographic within this group consists of individuals between the ages of 18 and 24, constituting 36% of the total following. The survey participants demonstrate a significant level of educational attainment, as evidenced by 57% holding a bachelor's degree. Additionally, 26% of individuals have achieved high school or vocational training qualifications as showed in Table 1. below

Table 1. Frequency Distribution of Respondents

Variable	Frequency	Percentage
Age		
18-24 years	36	36%
24-34 years	56	56%
35-44 years	7	7%
45-45 years	1	1%
Over 55 years	0	0%
Educational Level		
Elementary school	0	0%
Junior high school	1	1%
Senior high school	26	26%
Diploma	12	12%
Bachelor	57	57%
Magister	4	4%
Occupation		
Housewife	43	43%
Entrepreneur	8	8%
Civil servants	7	7%
Employee	21	21%
Health workers	6	6%
Others	15	15%
Income/month		
< IDR 500.000	13	13%
IDR 500.000 – 1.500.000	11	11%
IDR 1.500.000 – 2.500.000	11	11%
IDR 2.500.000 – 3.500.000	15	15%
Over IDR 3.500.000	50	50%
Content Access Duration		
< 1 minute/day	19	19%
2-5 minutes/day	44	44%
6-10 minutes/day	21	21%
Over 10 minutes/day	16	16%
Amount of accessed content		
1-3 contents/day	71	71%
4-6 contents/day	22	22%
7-10 contents/day	6	6%
Over 10 contents/day	1	1%

According to the data, homemaking is the primary occupational role, with 43% of the participants engaging in this activity. Additionally, a notable portion of the workforce, comprising 21%, is employed in the private sector. Smaller percentages are distributed among self-employed individuals, public servants, and healthcare professionals. The distribution of income demonstrates a pronounced skew towards the higher end of the bracket, as evidenced by 50% of respondents reporting a monthly income of Rp3,500,000. This indicates a relatively affluent economic status among most participants.

The study findings reveal that a significant proportion of participants (44%) reported spending between 2 to 5 minutes per session on their engagement with the Instagram account @leonavictoria_ahligizi, reflecting prevailing social media habits. Furthermore, there exists a noteworthy interaction with content, as evidenced by 71% of participants viewing 1-3 pieces of

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content on a daily basis. The extensive data collection conducted in this study offers a comprehensive overview of the surveyed individuals' lifestyles, educational achievements, occupational statuses, and digital behaviors, rendering valuable insights into their daily routines and preferences.

Reliability and Validity Test

The aim of the reliability test is to measure the level of consistency of the research instrument. The reliability test uses two criteria, namely Composite Reliability and Cronbach's Alpha. A construct is considered reliable if the value of Composite Reliability and Cronbach's Alpha is not less than 0.7. Another measure is the AVE or Average Variance Extracted value with a minimum requirement of 0.5. If the AVE value is greater, this indicates that the measure of convergent validity is good.

Table 2. Results of Cronbach's Alpha, Composite Reliability and AVE Tests

	Cronbach's Alpha	*Composite Reliability*	*Average Variance Extracted* (**AVE**)
Instagram Content	0.968	0.970	0.579
Information Fulfilment	0.963	0.966	0.567

(Source: Processed Results of SmartPLS version 4.0, 2023)

The empirical findings derived from the data analysis using the SmartPLS 4. 0 software indicate that both the Composite Reliability and Cronbach's Alpha coefficients exceed 0. 7, demonstrating a high level of internal consistency. Additionally, the Average Variance Extracted (AVE) value is greater than 0. 5, indicating the convergent validity of the measurement model. This evidence the reliability of the research instrument.

Determination Testing

R-square explains how well a structural model to explain a variation between variables. There are several groups of R-squares values categories according to Chin (Garson, 2016), such as : R-Square values ≥ 0.19 as a weak category; R-squares values ≥ 0.33 as a moderate category; and R-squares values ≥ 0.67 as a strong category.
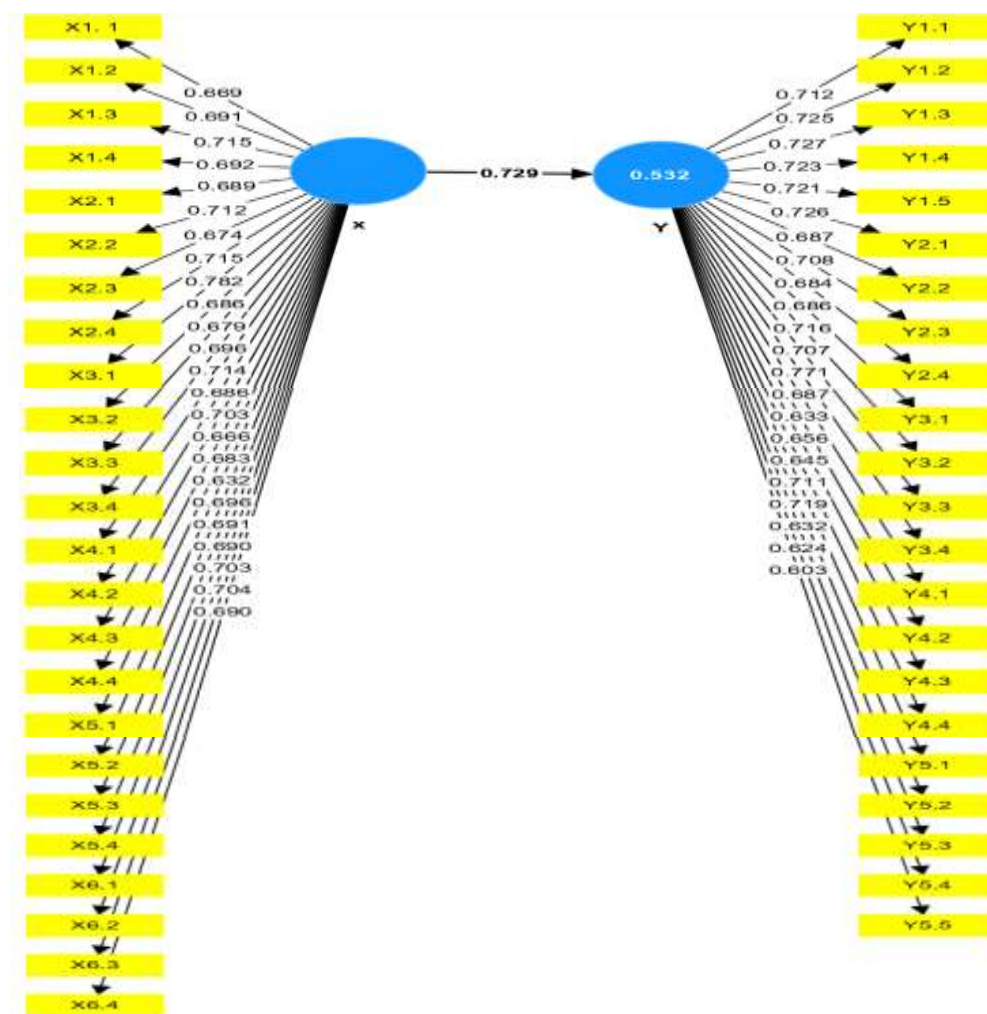
Table 3. R-Square

Model	R-Square	R-Square Adjusted
1	*0.532*	0.527

Source: SmartPLS 4.0 data processing, 2023

From the table 2, R-square value between each variable is 0.532 or 53,2% which indicated that the structural model belongs to the moderate category. The R-square of 0.532 shows more than half the success rate of the model in explaining data variations.

Loading Factor

Figure 1. Outer Loading
Source : SmartPLS 4.0 data processing, 2023

Based on the results data processed using SmartPLS version 4.0, each indicators in figure 1 are above 0.6, so each indicators value can be concluded as a valid.

Data Analysis

Path coefficients are used to indicate the influence between each variables. The value of path coefficient ranges from 1 to -1, which the influence between the variables gets stronger if the value is close to to either 1 or -1.

Table 4. Bootstrapping Path Coefficient Analysis

Variable	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Value
Instagram Content > Information Fulfilment	*0.729*	0.741	0.073	9.976	0.000

Source: SmartPLS 4.0 data processing, 2023

According to the table 3 above, it can be seen that the X variable has a significantly and positively affects the Y variable. The original sample number of 0.729 and the P-value factor of 0.000 proved this statement which are also shown that the X and Y variables have a significant and positive impacts amounting to 72.9%. The remaining 27.1% is influenced by other components outside this study.

Hypothesis Test Analysis

The purpose of hypothesis test is to determine the acceptability of the proposed hypothesis. With a significance rate of 0.05 or 5%, the bootstrapping process on SmartPLS version 4.0 provides the directional value of the relationship in the hypothesis test. If the P value < 0.05, the hypothesis or H1 is acceptable and H0 is rejected. Based on the table 3 above, the p-value of Instagram content (X) to information fulfillment (Y) is 0.000 < 0.05. Referring to the table, it can be interpreted that the hypothesis is acceptable and there is a significant influence between X and Y variables.

Discussion

The research placed emphasis on Instagram as a significant medium for the dissemination of information. In the year 2022, Instagram has been identified as the second most popular social media platform. This widespread usage of the platform indicates a proactive engagement by users, particularly mothers, who are actively seeking out content to improve their understanding and practical abilities in child nutrition. The strategic and targeted utilization of media to fulfill specific informational requirements is reflective of a larger pattern in the seeking and utilization of digital information. Instagram, being a platform that prioritizes visual content, provides a distinct opportunity for the dissemination of dietary information in a manner that is both captivating and easily accessible, thereby potentially contributing significantly to efforts aimed at preventing stunting. By utilizing Instagram's visual features, creators can simplify intricate nutritional directives into visually appealing and easily comprehensible content (Baghestan, 2023; Denniss, 2023), ultimately allowing for a broader and more engaged viewership.

The platform's multifaceted nature enables the incorporation of various content mediums, including infographics, videos, stories, and carousel posts, all of which offer distinct methods for conveying information pertaining to dietary habits and nutrition (Susilo, 2023). This diversity plays a crucial role in mitigating stunting, as it accommodates various learning styles and preferences within the defined demographic. Infographics have the ability to present nutritional information in a visually digestible format (Lee, 2023), while videos have the capacity to provide detailed demonstrations of recipes or guidance on meal planning strategies. Additionally, the wide-reaching user base and interactive functionalities of Instagram contribute to a community-centric approach to the dissemination of information (Ratnasari et al., 2022). The sharing, commenting, and liking of content facilitates active engagement by users with stunting prevention topics. The utilization of this interactive platform fosters a heightened sense of engagement and responsibility among its users, potentially resulting in the widespread distribution of nutritional information.

The findings from the SmartPLS analysis reveal that there is a significant relationship between Instagram content and users' comprehension of dietary habits for the prevention of stunting, as evidenced by a significance value of 0. 000 and an original sample value of 72. 9% This finding indicates that Instagram content accounts for approximately 75% of the variability in the information fulfillment variable, thereby underscoring the effectiveness of the platform in disseminating important dietary information. In other words, certain aspects of the content had a considerable impact on the information-seeking behaviors of mothers. The statement, "The content from @leonavictoria_ahligizi provides valuable information on promoting healthy food for children as a means of preventing stunting," was identified as having the highest loading factor among indicators for variable X. This suggests that the material is valued not solely for its informative aspects but also for its practical application in day-to-day parental and nutritional planning.

Additional examination indicates that an important factor within fulfillment of information needs, "The content from @leonavictoria_ahligizi helps me in implementing the information in preparing healthy food menus for my child," highlights the practical influence of the content, assisting mothers in their daily nutritional planning for their children. This form of content serves to educate and empower mothers by offering practical strategies for promoting healthier dietary habits in children, with the potential to mitigate the risk of stunted growth. Furthermore, the inclusion of demographic data increases the depth of comprehension regarding content engagement. The majority of participants had obtained a bachelor's degree, demonstrating a positive association with increased involvement in seeking out information. The aforementioned academic background is

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likely to augment their capacity to evaluate and employ pertinent high-quality information that meets their requirements. Moreover, the predominant group of participants were found to be aged between 25 and 34 years, a demographic known for its significant presence on Instagram. This may contribute to the observed high levels of interaction with the content posted by @leonavictoria_ahligizi. Likewise, economic factors are a crucial determinant in the accessibility and utilization of information. The study finds that individuals with elevated income levels are more inclined to actively engage with and implement the nutritional information they encounter. The establishment of this link is of paramount importance within the sphere of stunting prevention, given that the provision of appropriate nutrition can markedly impact childhood development. An increased income level is associated not only with improved access to resources but also with a greater capacity to successfully adhere to dietary guidelines.

To place these findings within the wider academic discourse, it is pertinent to consider the research on the impact of social media on health communication, as it offers further valuable insights. study underscores the potential impact of social media platforms, such as Instagram, in shaping public health behaviors and decision-making processes through the widespread dissemination of formal and peer-supported health information. This dual-source information system has the potential to improve trust and credibility among its users. Similarly, an additional consideration pertains to the psychological influence of media on health behaviors. In a study conducted by Kaplan and Haenlein (2010), it was found that social media platforms offer a unique opportunity for the customization of content, resulting in potentially enhanced effectiveness of health communication. The focused and targeted nature of @leonavictoria_ahligizi's content is likely to enhance its effectiveness by addressing specific concerns and interests of its audience. This approach not only ensures the relevance of the information but also makes it highly actionable. Moreover, empirical evidence has extensively documented the impact of demographic variables on both media consumption behaviors and health outcomes. Research conducted by Viswanath and colleagues (2012) has shown that impact of demographic variables including education, age, and income on the probability of individuals interacting with health-related information on social media platforms. The present study's findings are further supported by the association between demographic factors and enhanced information assimilation and behavioral modification in the context of child nutrition and the prevention of stunting.

In conclusion, the study affirms that the deliberate creation of high-quality Instagram content, aligned with a strategic approach, can effectively cater to the specific information requirements of its audience. This is especially evident among mothers who are seeking to address and prevent stunting in their children through enhanced nutritional practices. This particular case demonstrates the capability of digital platforms to serve as an effective means of connecting individuals seeking information with valuable knowledge, thus making a positive contribution to public health objectives. Social media platforms serve as powerful tools for not only providing users with information, but also for encouraging them to make well-informed decisions regarding their health. This illustrates the significant role that social media plays in the realm of modern health communication and education.

CONCLUSION

In conclusion, the study affirms that the deliberate creation of high-quality Instagram content, aligned with a strategic approach, can effectively cater to the specific information requirements of its audience. This is especially evident among mothers who are seeking to address and prevent stunting in their children through enhanced nutritional practices. This case demonstrates the capability of digital platforms to serve as an effective means of connecting individuals seeking information with valuable knowledge, thus making a positive contribution to public health objectives. Social media platforms serve as powerful tools for not only providing users with information, but also for encouraging them to make well-informed decisions regarding their health.

This illustrates the significant role that social media plays in the realm of modern health communication and education.

The convergence of tailored, educational content disseminated on Instagram, in conjunction with the socio-economic demographic of the participants, has a substantial impact on empowering them to engage in proactive approaches to enhancing their young children's dietary behaviors. Consequently, there is a discernible effort among these individuals to embrace and execute dietary modifications that are essential for mitigating the prevalence of stunting. The aforementioned trend suggests that the successful dissemination of educational material pertaining to nutrition through widely utilized social media channels such as Instagram has the potential to yield tangible results that support the larger public health initiative of preventing stunted growth. This communication platform serves to enhance parents' knowledge and encourage them to make dietary decisions that support their children's growth and overall well-being, highlighting the significant influence of digital media in present-day health education and advocacy.

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