

Building Ear and Hearing Health Awareness in the Community through Instagram @ruangmendengar

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Abstract

Background: The development of technology and social media is currently beneficial for society. Instagram has become a popular social media platform among the general public due to its ease of allowing people to share information widely and quickly.

Objective: The lack of information about ear and hearing health in Indonesia makes *Ruang Mendengar* the first digital platform in Indonesia that focuses on discussing ear and hearing health. Currently, Instagram share information about ear and hearing health to build awareness among Indonesian people, *Ruang Mendengar* carries out through their Instagram account, namely @ruangmendengar. This research focuses on how Instagram social media from *Ruang Mendengar* can be used to build public awareness of ear and hearing health and what motives are behind *Ruang Mendengar* providing information about ear and hearing health, especially for the Indonesian people towards ear and hearing health.

Method: This research employed a qualitative approach with a case study method. In-depth interviews and documentation were used for data collection.

Result: The findings indicated that *Ruang Mendengar*'s communication strategy was strong and effective in building awareness about ear and hearing health.

Keywords: Social media, Information, Awareness, Ear and hearing health, Community

Introduction

The rapid development of technology and information in recent years has made the internet a tool for communication that is most in demand by the public. Based on data from researchers at the Association of Indonesian Internet Service Providers or called APJII, in 2017, the statistics of internet users in Indonesia were 143.26 million or around 54.68% of the total population. Most internet users are on the Island of Java, which is around 58.08% of the total number of internet users in Indonesia (Dewi, 2019). The increase occurs very rapidly every year; based on the latest data quoted by the Data Report in January 2021, internet users in Indonesia increased by 202.6 million people. This number increased by 16% compared to the

previous year (Dahono, 2021). People in the Industrial 4.0 era are inextricably linked to the internet. The use of the internet is also becoming increasingly important in the community. The level of progress in using the internet has assisted people in carrying out their activities more practical and convenient manner for users in various fields.

Social media is part of the internet, a group of internet-based applications built on the ideological foundations of Web 2.0, which is the platform for the evolution of social media and allows the creation and exchange of user-generated content (Kaplan, 2010). The community uses social media to communicate and get information because of the sophistication of social media that can present up-to-date information that is easily accessible by the entire community. Indonesian people often use various types of social media today, including Instagram, TikTok, YouTube, Twitter, Whatsapp, Line, etc.

On October 6, 2010, Kevin Systrom and Mike launched Instagram, a social media platform (Pratama, 2018). Instagram users can use a feature to share photos and videos widely. Instagram is currently one of the social media platforms with the most users. It is most in demand by various groups, as evidenced by the Indonesian people, who have a very high interest in Instagram, making Indonesia the fourth country, surpassing the number of Facebook users in Russia, Turkey, Japan, and England with the most Instagram users after India, the United States, and Brazil, according to an article written by an Indonesian (Wardani, 2019). According to a GWI survey, Instagram will be the third most popular social media platform in Indonesia between 2020 and 2021, trailing only YouTube and Whatsapp. Instagram is no longer just a forum for self-image formation; it also provides a wide range of information, including ear and hearing health.

According to an article uploaded to AntaraNews.com, the Ministry of Health assessed that the awareness and knowledge of the Indonesian people regarding ear and hearing health and efforts to prevent hearing loss were still considered lacking. In fact, according to him, hearing loss is the highest cause of disability globally, and its impact will disrupt a person's cognitive, psychological, and social aspects. Indonesia is one of the countries with a high level of hearing loss, and with Sri Lanka, Myanmar, and India. General Chairperson of Perhati (Indonesian Association of Ear Nose and Throat Surgeons) Prof. Dr. dr. Jenny Bashiruddin, Sp. T.H.T.K.L.(K) has conducted research conducted online and proved that the knowledge of the Indonesian people about ear and hearing health and hearing loss is low. The results of the 2,410 people polled revealed that 1,603 admitted they didn't know much about ear and hearing health, 699 knew a little, and 108 knew a lot (Firmansyah, 2021).

Referring to the above information, Instagram can provide information and build awareness about ear and hearing health because only a few people know how to maintain good ear and hear health by providing information or content about it. The word "awareness" when translated into Indonesian, is *kesadaran*. According to (Kamus Besar Bahasa Indonesia, 2021) "*kesadaran*" is taken from the word conscious, which means feeling knowing, and understanding. If it is associated with this research, how does the public have *kesadaran* or awareness of ear and hearing health through Instagram. One of the active Instagram accounts in this regard is *Ruang Mendengar*'s Instagram account @ruangmendengar.

Ruang Mendengar is the first digital platform as a provider of information about hearing problems, serving the foremost, trusted, and reliable consultation and assistance in Indonesia. *Ruang Mendengar* provides credible hearing health information services to educate the public and actively participate in hearing communities spread across Indonesia. *Ruang Mendengar* has the full support of professional medical experts in hearing health, digital marketing, and community-based service development. *Ruang Mendengar* was founded in 2020 to address issues with access to services for treating ear health problems and hearing loss in Indonesia. The lack of a platform that can provide complete access in the form of information about ear and hearing health, hearing tests, and hearing rehabilitation in Indonesia, as well as the lack of monitoring of the progress of hearing rehabilitation in patients, is a problem frequently faced by patients with hearing loss in Indonesia (Ruang Mendengar, 2022).

Ruang Mendengar has a social media account on Instagram called @ruangmendengar, with 2,503 followers. *Ruang Mendengar* is active almost every day, uploading content containing information about ear and hearing health that can educate and be used as a solution when you have hearing problems in the form of information on Instagram feeds, Instagram Story, and Instagram Live, which also frequently collaborates with outside parties to discuss ear and hearing health. *Ruang Mendengar* also uses the live Instagram features to run their educational programs by inviting speakers to each one. The first program is #RuangBercerita, which consists of people sharing their experiences with hearing problems; the second is #RuangKonsultasi, which usually invites professionals to provide education about ear problems; and the third is #RuangTeknologi, which usually discusses hearing aid technology (Ruang Mendengar, 2022).

The research focuses on how Instagram social media from *Ruang Mendengar* can be used to build public awareness of ear and hearing health and what motives are behind *Ruang Mendengar* providing information about ear and hearing health, especially for the Indonesian people towards ear and hearing health.

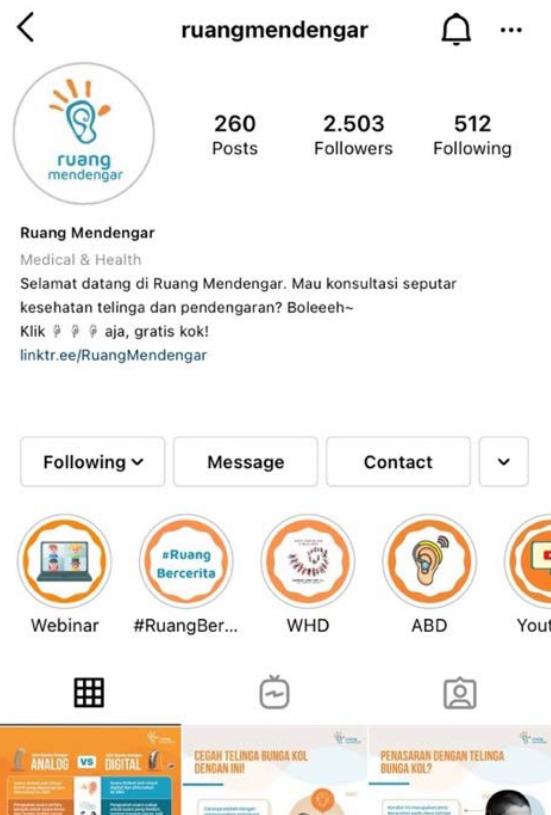


Figure 1 *Ruang Mendengar's* Instagram account

Source: Ruang Mendengar (2022).

Research objectives

Based on the explanation provided above, the researcher believes that the phenomenon discovered in this study can be helpful in science, particularly studies on social media, particularly Instagram, media content management, and so on. It is also appropriate and exciting for Indonesians who want to learn more about ear and hearing health because this research provides new information about how social media can build ear and hearing health awareness. This research also provides a novelty for the world of communication science because it seeks to understand the motivations behind *Ruang Mendengar's* providing information about ear and hearing health, and how to manage informative and acceptable content for the community.

The research aims to explain how Uses and Gratification Theory and Philip Lesly's Communication Planning Model can be used to understand existing phenomena. The theory in this research serves as a guide for the data gathered in the field. As a result, researchers are interested in conducting research titled "Building Ear and Hearing Health Awareness in the Community through Instagram @ruangmendengar".

Literature review

In this research, the researcher has 6 research concepts, these concepts are:

1. Hierarchy of effects model

The hierarchy of effects model was created by Robert J. Lavidge and Gary A. Steiner in 1961. This communication model is one of the consumer behavior models that provides a general point of view to analyze the impact of communication, including responses and attitudes towards messages (Belch, 2004).

Table 1 Lavidge and Steiner's hierarchy of effects model

Stage	Hierarchy of effects model
Cognitive stage	Awareness
	Knowledge
Affective stage	Liking
	Preference
	Conviction
Behavioral stage	Purchase

Source: Kotler (2016)

There are three stages in the Hierarchy of Effects Model, starting from the cognitive stage, where there is awareness and knowledge. The experimental stage includes liking, preference, and conviction. Moreover, the last is the behavioral stage or the conative aspect, namely purchase. However, researchers only reached the cognitive stage in this research, namely awareness. This cognitive aspect includes individual beliefs about the things that an attitude object has. In it, awareness means that the message that has been created creates a message to the reader or audience, who can then be able to identify the message.

2. Awareness

Awareness means that the message that has been created can make an impression on the readers, who can then identify the message. In this research, researchers identified how the public could awaken awareness of ear and hearing health through social media Instagram.

3. The phenomenon of the emergence of new media

New media is used for all communication media with an information and communication technology background. New media are new media formed as a result of interaction between humans and technology. New media has been used since the 1960s and has encompassed a growing and diverse set of communication technologies (McQuail, 2010). This new media theory was developed by (Levy, 2010). He argues that new media is a theory that discusses the development of media from conventional to digital.

4. Social media

Social media is a part of new media. Social media is a medium where users can easily participate in, share, and create messages, including blogs, social networks, online wikis or encyclopedias, virtual forums, including virtual worlds (with 3D avatars or characters) (Mayfield, 2008). Social media is a site where everyone can create a personal web page, and connect with friends to share and exchange information and communicate. Social media that are well known today and are widely used by various groups of people are Facebook, Twitter, and Instagram. Now social media can also be accessed easily and quickly.

5. Instagram as a medium for sharing information

Instagram is a very popular social media among people. Unlike Facebook, which is based on friendship, Twitter is a place to share information via text; YouTube, and TikTok provide sharing and create video content. Instagram is usually used to share photos or videos with fellow users without being hindered by distance and place. There are many benefits to using Instagram. The popularity of Instagram, which is now being used in various ways, is due to the features that Instagram has, which of course, makes it easier for users to get information, one of which is as a medium of information about ear and hearing health which is considered to be a lack of knowledge by the Indonesian people.

6. *Ruang Mendengar's Instagram (@ruangmendengar)*

Ruang Mendengar is the first digital platform as a provider of information about hearing problems, serving the foremost, trusted, and reliable consultation, and assistance in Indonesia. The Instagram account with the name *@ruangmendengar* already has 2,503 followers, and the account is active to upload content containing information about ear and hearing health that can educate and be used as a solution when you have hearing problems in the form of educational content on Instagram feeds, Instagram Story, and Instagram Live which often collaborate by inviting relevant resource persons. *Ruang Mendengar* also often actively responds to messages from his followers via direct messages or the comments column of his content posts to answer questions about ear problems or hearing loss.

Then in the research theory, the researcher uses 2 theories. The following is an explanation of the two theories used:

6.1 Uses and gratification theory

Elihu Katz, Michel Gurevitch, and Hadassa Haas developed the uses and gratification theory in 1973 (Hamidi, 2010). This theory assumes that everyone has needs and desires that can be met by using (subscribing, reading, watching, or listening to) mass media. The basic assumption of the uses and gratification theory is that the audience is considered an active party involved in using mass media. As has been emphasized by (Baran, 2009) that “People put specific media and specific media content to specific users in the hopes of having some specific need or set of needs gratified”.. The focus is no longer on what the media do to the audience, but on looking for what underlies the audience to access the media and the extent to which the

audience can feel fulfilled in their search. In this context, the audience is considered to have good media literacy and understand the expected satisfaction.

6.2 Communication Model Planning Philip Lesly

Philip Lesly's Communication Planning Model was introduced Philip Lesly in 1972. This model consists of two main components: the organization, and the public. Organizations have a role as a driver of activities and the public has a role as a target for activities.

(a) **Organization:** Organizations have a role in managing activities. There are four stages in the organizational component:

- i. **Analysis and research:** This step is the first step that includes activities to diagnose problems.
- ii. **Policy formulation:** After knowing the obstacles through analysis and research, the next step is to determine the strategy to be used.
- iii. **Implementation program planning:** In this step, the resources to be used are determined, such as funds, workforce, and facilities needed to carry out activities.
- iv. **Communication activities:** This step is the execution of the previous three steps, the actions taken are disseminating information from various channels, both through the mass media and through other communication channels.

(b) **Public:** The public is the second component in Philip Lesly's communication planning model, which targets organizational activities. In the public component, there are two steps taken:

- i. **Feedback:** The purpose of feedback is to find out opinions, ideas, complaints, and suggestions from the audience.
- ii. **Evaluation and adjustment:** Opinions, ideas, complaints, and suggestions from the public are used as evaluations to improve and improve the activities that the organization has carried out.

These stages can be seen in the following figure.

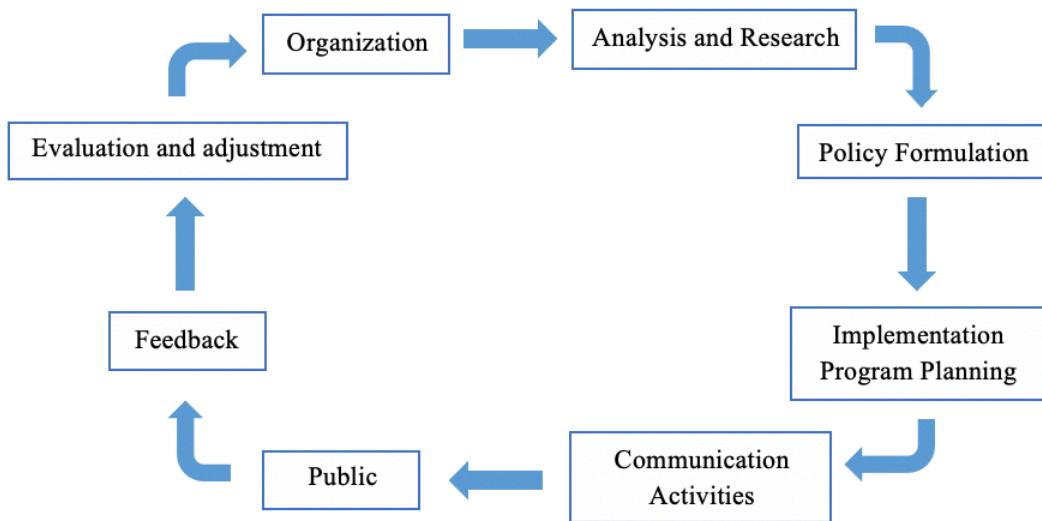


Figure 2 Communication planning Philip Lesly

Source: Cangara (2014)

Research methodology

This research uses qualitative methods with a case study approach. According to Creswell, qualitative research is a type of research that investigates and comprehends the meaning of several individuals or groups of people from the field of social problems (Creswell, 2018).

“Case study research is defined as a qualitative approach in which the investigator investigates a real-life, contemporary bounded system (a case) or multiple bounded systems (cases) over time using detailed, in-depth data collection involving multiple sources of information (e.g., observations, interviews, audiovisual material, documents, and reports), and reports a case description and case themes” (Creswell, 2018).

The data collection is carried out in-depth by involving various sources of information such as observations, interviews, audio-visual materials or documents, and reports. Creswell also explains that:

“Case study research begins with identifying a specific case that will be described and analyzed. Examples of a study case are an individual, a community, a decision process, or an event. A single case can be selected or multiple cases identified to be compared” (Creswell, 2018).

In other words, case study research will conduct descriptions, analyses, and examples of cases taken, which can be individuals, communities, decision processes, or phenomena. As a result, researchers employ the case study method because case studies serve the same purpose as this research: to comprehend the object under investigation.

Primary data in this research were obtained through interviews, and secondary data was obtained through observation and documentation. A semi-structured interview is an interview process to find out or obtain information related to the data needed in research by asking more simple questions than structured interviews and entering into in-depth interviews. Therefore, semi-structured interviews are suitable for this research because they are more flexible. In observation, researchers will obtain data by observing Instagram accounts from *@ruangmendengar* and documentation obtained in writing and pictures in written form or pictures through books, online media, and so on.

Researchers used a purposive sampling technique in this research, part of non-probability sampling with a sampling technique of data sources with specific considerations. This consideration, for example, is the person who is thought to know the most about what we expect, making it easier for researchers to investigate the object/social situation under investigation. The researcher employs the purposive sampling technique in order to select informants who meet the criteria for this research. Those who were deemed capable of meeting the criteria for being an informant in this research were selected based on this classification:

Table 2 List of Informant (s)

Informant (s)	Remarks
Informant 1	Founder and Chief Executive Officer <i>Ruang Mendengar</i>
Informant 2	Co-Founder and Chief Medical Officer <i>Ruang Mendengar</i>
Informant 3	Content Writer <i>Ruang Mendengar</i>
Informant 4	Followers Instagram <i>@ruangmendengar</i>
Informant 5	Followers Instagram <i>@ruangmendengar</i>

Source: Processed by researchers

Result and discussion

Ruang Mendengar uses social media to build awareness about ear and hearing health because there is currently no social media platform in the health sector that focuses on ear and hearing health issues. The choice of social media is also influenced by their target audiences, including the community and professionals, such as doctors. Their goal is for the general public to be able to find information about ear and hearing health, and for professionals to be able to use the information to help convey and provide an overview to their patients because the content of *Ruang Mendengar* is also promoted to the Association of Ear, Nose, and Throat doctors in Indonesia. Increasing public awareness that focuses on ear health is one of the main goals of establishing of *Ruang Mendengar*. In the interview, the researcher asked about the background of the establishment of *Ruang Mendengar*: Informant 1 stated: “*The idea starts from the existing problems regarding solutions for handling hearing problems in Indonesia. RM itself is a digital platform that provides information, including education and awareness to the public regarding hearing problems, ear health, hearing solutions, and handling of*

several health facilities that handle hearing problems in Indonesia. So, we collaborate with stakeholders, including doctors, hospitals, audiologists, schools, and hearing centers".

Choosing the appropriate media is critical in communication activities to build public awareness through the messages and information conveyed. *Ruang Mendengar* chooses media by what is used by the target audience, such as Facebook and Instagram, but the social media that is actively used is Instagram. *Ruang Mendengar* has reasons for choosing social media, each social media certainly has its function and appearance, but Instagram was chosen because of its easy application and simple appearance. Informant 2 revealed: "*When it comes to Instagram and Facebook, why do I prefer to play on Instagram and choose Instagram first because if I look at Facebook, it does not look as attractive as Instagram, and it is not as simple as Instagram. There will not be too many views if Instagram is just one picture and caption*".

In using the feature, *Ruang Mendengar* uses Instagram feeds and Instagram Live to convey information content about ear and hearing health. The Instagram feeds routinely share information about ear and hearing health almost every day and for the Instagram Live program once a month. There are 3 Instagram Live programs, #RuangBercerita which usually invites resource persons to share their experiences regarding hearing loss to motivate the audience, then #RuangTeknologi, which discusses hearing technology such as hearing aids and cochlear implants with resource persons who are experts in their fields, and #RuangKonsultasi which usually invites experts in the field of ear and hearing health such as Ear, Nose, and Throat doctors and audiologists to discuss and educate about ear and hearing health.

Content management is also carried out seriously because professional content writers support it in their fields. In this case, it appears that *Ruang Mendengar* considers the background of his social media team to present reliable information. *Ruang Mendengar* has a content writer who is a doctor, namely dr. Witha Novialy Barnas and creating content until it is shared on Instagram social media, it is checked first by *Ruang Mendengar*'s Chief Medical Officer, DR. dr. Fikri Mirza Putranto, Sp. THT-KL (K).

When creating the content, dr. Witha Novialy Barnas determines the topic or theme of the content through reading sources such as books or ear medicine journals. The obstacle experienced in writing the content is when changing the medical language to the lay language so that the Indonesian people understand more about the information conveyed. This can still be overcome, as seen from the content that ordinary people easily understand. Then the way *Ruang Mendengar* maintains its content is to stay updated on the information submitted and conduct research to the general public about what simple things they would like to know about ear and hearing health. Other things that affect creating additional content are obtained from feedback such as suggestions or questions from the *Ruang Mendengar* Instagram account followers through the comment column or direct messages.

Ruang Mendengar has done this by providing an ear and hearing health information needed by the followers, according to the concept combined by Blumer and Brown in the Uses and Gratification theory, namely the surveillance function that the media provides a monitoring and observation function about the information needed by the audience. Researches in this study us the Uses and Gratification theory because it focuses on how users search for media

and are satisfied or fulfilled by it. According to the findings of the interviews, Informants 4 and 5, as followers of *Ruang Mendengar*'s Instagram account, were satisfied and helped by the content presented by *Ruang Mendengar* on Instagram. Informant 4, who has been a follower since the account's inception, is indeed interested in the progression of the information submitted by *Ruang Mendengar* because it believes that all information is important to know.

As followers, they also claim that there is no longer a digital platform in Indonesia comparable to *Ruang Mendengar*. There are similar Instagram accounts, but the information they have is not as complete, and they are not as active in educating because these accounts are owned by hearing center brands. Informant 3 said: "*If I see only this one. Actually, there is education given by hearing aid brands, but what is called a brand will end up selling its products, imaging too, Ruang Mendengar is good like this because for a brand there must be a segmented one*".

Just as Informant 3 said, Informant 4 also said that there is no digital platform that focuses on discussing ear health: "*I see that it's not there yet. It's really good with Ruang Mendengar's presence because the others are on average promotions, so the information is less in-depth, more about selling products*".

From the researcher's observations on the information obtained from informants, in general, the communication process is carried out by *Ruang Mendengar* is by Philip Lesly's communication planning model where this model consists of two components: organization and public. The organization has a role as a driver of activity and the public as the target of its activities. In this research, *Ruang Mendengar* has a role as an organization that carries out activities by providing information about ear and hearing health, and its audience is all Indonesian people. In the organizational component, there are four stages, and in the public component, there are two stages; each of these stages is:

1. Analysis and research

This step is the first step that includes activities to diagnose problems. *Ruang Mendengar* has diagnosed a problem: people pay less attention to ear and hearing health problems than other health problems. There is no digital platform in Indonesia that informs about ear and hearing health problems independently and reliably.

2. Policy formulation

This step is how to determine the strategy to be used. *Ruang Mendengar* has implemented a communication strategy to increase public awareness about ear and hearing health through information content and programs carried out on their Instagram account.

3. Implementation program planning

This step is a step in determining the resources used to carry out activities. *Ruang Mendengar* has carefully planned, as seen from the content produced and the Instagram Live program. In terms of human resources, *Ruang Mendengar* has sufficient and suitable resources in terms of its organizational structure. For content management, *Ruang Mendengar* also has a

special team that focuses on managing content on Instagram social media, the content is written by a content writer who is a doctor, and before the content is uploaded, it must be checked first by professional superiors in the field of ear health, such as ENT doctors and audiologist.

4. Communication activities

This step is the last step which is the execution of the previous three steps; the action taken is to disseminate information from various channels, either through mass media or through other communication channels. *Ruang Mendengar* has disseminated information regarding ear and hearing health content and programs through his communication media. The communication media they used is Instagram social media which was chosen to increase public awareness about ear and hearing health.

5. Feedback

Feedback aims to find out opinions, ideas, complaints, and suggestions from the audience. In this component, *Ruang Mendengar* also gets feedback from the audience through the comment column or direct messages on their Instagram.

6. Evaluation and adjustment

Opinions, ideas, complaints, and suggestions from the public are used as evaluations to improve and improve the organization's activities. At this stage, *Ruang Mendengar* accepts feedback from his followers as material for improvement and improvement in content and programs that are being undertaken in the future.

The following is a conclusion chart created by the researchers based on the result of this research.

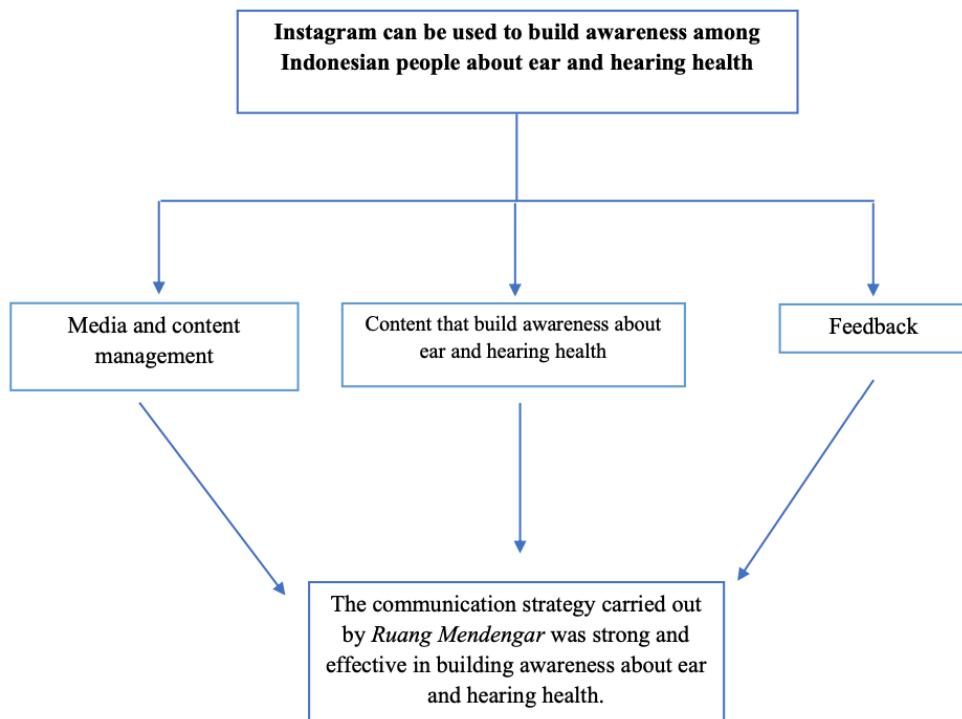


Figure 3 Instagram can build awareness among Indonesian people about ear and hearing health.

Source: Processed by researchers

Conclusions

The focus of this research is on how Instagram social media from *Ruang Mendengar* can be used to build public awareness of ear and hearing health and what motives are behind *Ruang Mendengar* providing information about ear and hearing health, based on the results of research conducted on three people from *Ruang Mendengar*'s team and two followers from *Ruang Mendengar*'s Instagram account. Because there is currently no digital platform in Indonesia that focuses on informing ear and hearing health problems independently and reliably. Researchers can conclude that *Ruang Mendengar* uses its Instagram media to build public awareness to manage informative ear and hearing health content.

Developing aesthetically packaged content regarding ear and hearing health and performing educational programs utilizing the Instagram Live function are among the actions carried out. The researchers concluded that *Ruang Mendengar*'s communication approach was powerful and effective in raising knowledge of ear and hearing health, based on data from the field and an analysis of Philip Lesly's communication planning model.

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