

CONTRIBUTION OF THE TELEVISION HEALTH EDUCATION PROGRAM DR. OZ INDONESIA ON IMPROVING HEALTH KNOWLEDGE OF COMMUNICATION SCIENCE STUDENTS CLASS OF 2021 UNIVERSITAS MUHAMMADIYAH LUWUK BANGGAI

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Abstract

This study aims to evaluate the contribution of the Dr.Oz Indonesia Television Health Education Program to the improvement of health knowledge of Communication Science students of the Class of 2021 Universitas Muhammadiyah Luwuk Banggai. This research method uses a qualitative descriptive method. The data collection method is through observation, questionnaire and documentation. The research sample is all Communication Science students of the Class of 2021 using a saturated sampling technique. The results of the study show that first, most of the respondents often watch the Dr.Oz Indonesia Program and feel that they get valuable health knowledge information from the program. These two studies can also be used as a basis to increase the effectiveness of health education programs in the mass media, these three studies provide a reference to the mass media so that they can be more effective in conveying health information to the younger generation.

Keywords: *Health, Education, Television.*

INTRODUCTION

Progress and development greatly affect the world of information today. Society needs fast and easy access to various information, including information about health.(ZASKIA, 2020). Television is one of the information media that people use most often.(Aprida et al., 2015)Television receives moving images and sound, both monochrome (black and white) and color.(Mewengkang & Londa, 2015) television sends information in the form of messages that are spread widely throughout the world at high speed. This allows people to get information immediately without spending a long time. This is where television is needed and is very important for humans.(Rachmawati, 2012)Because health practitioners can use media to disseminate health information more easily and quickly, the world of health benefits greatly from the development of the world of

information.(Aprida et al., 2015)Television can help increase knowledge.

Health education activities that use visual media or images will be more effective in reaching and involving the wider community.(Prawesthi, 2021)The rapid development of television has led to competition between television stations to broadcast programs. These stations compete to get viewers and advertising.(Chumaeson, 2020) One example is TransTV, a private television station. One of the television programs that focuses on health education is Dr. Oz Indonesia(GIBRAN, 2015)In DR. OZ Indonesia, speakers and experts give their opinions on healthy lifestyles and current issues. The show is led by dr. Reisa Broto Asmoro and dr. Boy Abidin, who replaced the late dr. Ryan Thamrin.

However, there are still Communication Science students of the 2021 Class of Muhammadiyah University of Luwuk

Banggai who do not fully care about health, even though programs such as Dr. Oz Indonesia already exist. This may be due to low awareness or attention to the importance of maintaining health amidst the busy academic and social activities they undertake. In addition, exposure to these health education programs is not evenly distributed or has not been a priority in students' daily lives.

The gap between understanding information and taking action in the real world is one of the biggest problems in health education through media. Programs like Dr. Oz Indonesia can increase students' knowledge about health, but some may not know or want to use that knowledge in their daily lives. Students often do not do real things to live a healthy lifestyle, even though they know the importance of staying healthy and many concepts about health.

These limitations can be caused by a variety of factors, including lack of strong motivation, lack of environmental support, or lack of access to adequate health facilities. In addition, students who receive accurate health information from media such as television may not always realize the importance of changing their behavior, especially if the information is not directly related to their personal experiences. More research needs to be done on the elements that cause these differences. What makes it difficult for students to use the information they learn? Are there external factors, such as academic pressure, campus customs, or lack of support facilities, that may have an impact? This study investigated whether the Dr. Oz program in Indonesia increased students' knowledge about their health or how that knowledge influenced their behavior.

Therefore, it is hoped that this study will provide more precise suggestions on how to address the gap between how people perceive health education and how they actually do it. Mass media, especially television, should

consider more interactive or immersive approaches to encourage viewers, including students, to become more involved in learning. Only by addressing this gap can health education programs improve the well-being of society as a whole.

Television media has become one of the main methods for disseminating health information, but there are some problems that must be considered. One is that information is not received equally by everyone, especially the younger generation such as students. When students are busy with schoolwork and social activities, they often ignore health education programs broadcast on the media. Lack of awareness of the importance of maintaining health and lack of time spent on health education programs are major obstacles in increasing health knowledge.

In addition, health education programs such as Dr. Oz in Indonesia have attempted to provide useful information, but some students find it irrelevant to their daily lives. Therefore, it is important to know how effective programs such as Dr. Oz Indonesia are in increasing students' awareness and knowledge of their health and to identify factors that can increase the spread of health information rather than neglect.

As the younger generation who are expected to play an important role in absorbing and disseminating information, Communication Science students have a responsibility to understand health information, both for personal and professional interests. Dr. Oz Indonesia provides great benefits for students, especially in delivering information that is easy to understand and apply. This program not only provides health insights, but also real examples of how the information can be packaged attractively through mass media. This is very relevant for Communication Science students who will later play a role in disseminating information to the wider community.

This study addresses this issue by using a qualitative descriptive approach. It gives us a better understanding of students' perspectives on Communication Studies, which has not been specifically examined in this study. This study also provides new insights into how effective health education programs in the media are for young people who are different from the general public. In addition, this study can provide more specific recommendations for educators and the mass media on how to improve students' health literacy.

This study is very relevant because communication science students can disseminate health information to a wider audience, both in their work in the media and in their daily lives. Their knowledge of health will affect the way they live personally and how they convey health information to the public.

Communication Science students have a big task in educating the public, especially about health, as prospective communicators who play a role in disseminating information to the wider public. They affect their own health and that of others. It is expected that communication science students can use conventional media such as television and digital platforms well to package and disseminate health information.

In this ever-expanding information age, it is the students' primary responsibility to ensure that the information they disseminate is relevant, accurate, and useful. Programs like Dr. Oz in Indonesia demonstrate a great way to convey complex health information in a way that is engaging and easy for people to understand. Students must not only be consumers of information; they must also learn how to use that information to educate others, especially when it comes to public health.

In addition, it is expected that students, by applying what they learn in their daily lives and in their social environment, will become agents of change in society. They have the potential to raise awareness about the

importance of maintaining health through media-based campaigns or initiatives that convey messages to peers, families, and the wider community. As a result, gaining knowledge about health from health education programs such as Dr. Oz Indonesia helps themselves and also more people learn about health literacy.

This study aims to find out how mass media can help students better disseminate health information. It is hoped that the findings of this study will provide further insight into how students can better absorb and disseminate health information so that they can become drivers of increasing public health awareness.

Television programs such as Dr. Oz Indonesia, for example, are very helpful in increasing public health awareness, including students. To attract a wide audience, the program presents information in an interesting way and combines education and entertainment (edutainment). Programs like this show how Communication Science students, who are expected to understand various types of messages, can make complex health information easier to understand and comprehend.

Dr. Oz Indonesia discusses many health issues, such as healthy lifestyles and how to prevent diseases, explained by medical experts. Making information more memorable for the audience, informative audio and visual presentations reinforce the message. Delivering messages through television is very helpful for students who often have to manage a lot of data. It also increases their knowledge of effective ways to use media to disseminate health information.

This program is not only measured by the amount of information provided but also by how far the information influences people's attitudes and behaviors. It is hoped that students who watch this program will not only learn more about health but also start to adopt a healthier lifestyle. In this regard, the Dr. Oz

Indonesia Program can help because it can influence students' understanding and actions about their own health.

This study focuses on the contribution of the Dr. Oz Indonesia Program in improving the health knowledge of Communication Science students of the 2021 Muhammadiyah University of Luwuk Banggai. By evaluating the extent to which this program has an impact on students' health awareness and knowledge, it is hoped that this study can be a basis for increasing the effectiveness of health education programs in the mass media, as well as providing a reference for the media in conveying health information more effectively to the younger generation.

Communication Science students of the Class of 2021 at the University of Muhammadiyah Luwuk Banggai are part of the young generation who are undergoing a transition to the world of work, especially in the field of communication. Communication students gain a better understanding of various mass media and communication processes, including how health information is shared.

By using the internet and other digital platforms, Generation Z who grew up in the digital era can easily get information. They prefer short, visual, and interactive digital platforms such as social media and streaming services. Conventional media such as television, however, continue to play an important role in the more organized and in-depth dissemination of information; this includes Indonesian television programs such as Dr. Oz, which provides health education.

Respondents are expected to have better media literacy, which means they can understand, evaluate, and utilize information conveyed through various media, including television. In the context of health education, it is also hoped that they can understand how the mass media, especially television, packages and conveys this information to the general public. The Dr. Oz Indonesia program gives students

the opportunity to see real-life examples of how complex health information can be simplified and presented in an engaging way. They can also consider how they can use similar methods to communicate in the future.

This study places Communication Science students of the Class of 2021 as important subjects to evaluate because they will be the disseminators of health information in the future. By gaining a better understanding of mass media, it is hoped that they can help people become more health-conscious and disseminate accurate and relevant health information to a wider audience.

As a student who is studying mass communication theory, these respondents have an additional responsibility in understanding how the information conveyed by the mass media can shape public opinion and social behavior. In the context of health education, this understanding is very important, because incorrect or inaccurate health information can have a bad impact on society. The Dr. Oz Indonesia program is a relevant example for Communication Studies students in learning how a television program can present health information that is accurate, attractively packaged, and able to influence the audience to take more proactive action on their health.

These students are expected to be able to apply their understanding of mass communication theory in the context of the dissemination of health information in the future. This study provides insights into how students respond to health education programs on television and how they process that information in their daily lives. With a better understanding of the mechanism of information dissemination in the mass media, Communication Science students are expected to be agents of change in disseminating health information more effectively in society.

Communication Science students of the Class of 2021 at the University of Muhammadiyah Luwuk Banggai have great

potential to become agents of change in the health sector through more effective information dissemination. With their ability to understand and implement appropriate communication strategies, they can play a crucial role in improving health literacy among the community. This research provides an overview of how these students are leveraging information from Dr. Oz Indonesia, as well as how they can use those insights to educate a wider audience.

In addition, these students are also faced with the responsibility of adapting the information they receive and disseminating it through various media platforms, both traditional and digital. In an era where digital media is increasingly dominant, their ability to integrate various communication channels will be invaluable in ensuring that health information reaches the right audience and in the most effective format. This study provides a deeper understanding of how mass media, especially television, still plays an important role in conveying health information in the digital era.

In addition, this study will investigate how the Dr. Oz Indonesia program improves students' health knowledge and how media, especially television, can influence public opinion by conveying educational messages. Students will also understand the role of media in shaping public awareness of important issues such as health.

RESEARCH OBJECTIVE

This study aims to evaluate the contribution of the Dr. Oz Indonesia Television Health Education Program to improving the health knowledge of Communication Science students, Class of 2021, Muhammadiyah University of Luwuk Banggai.

LITERATURE REVIEW

1. Mass Communication Theory

Apriadi Tamburaka (2010, p.15) Mass communication is a communication process carried out through mass media with various communication objectives and to convey information to a wide audience. (Hadi et al., 2019)

Communication Science students of Muhammadiyah University of Luwuk Banggai are included in the type of mass media in this study which aims to disseminate health information to the general public. One of them is the Dr. Oz Indonesia program.

2. Education

Education in general is a planned effort to influence other people, whether individually, in groups or in society in general, so that they can do what is expected by the educator. (Purwasih, 2012)

3. Health

Health is a perfect physical, mental, and social state that is not limited to being free from disease or weakness (WHO, 1947); Health is the first and most important factor that influences the quality of human resources in supporting health development. In this case, achieving health status is not only the responsibility or policy of the Ministry of Health, but the community also plays a role in improving their health. (Son, 2018)

4. Television

Television as a form of electronic mass media whose existence is highly regarded and has a very important position in human life today because the audio (sound) and visual (picture) forms simultaneously have more value than other mass media.(Rasyid, 2011)

5.The Role of Television as a Media in Health Education

Mass Media acts as a means of disseminating messages or information to the public. Mass Media is usually considered as a source of news and entertainment by the public and also mass media as a carrier of persuasive messages for society in its life in the modern era today.(Nurchayati, 2015)One of them is television itself.

6. Media Influence on Health Knowledge

Through the media, the dissemination of health information by health practitioners can be done more easily and quickly. Good public health information media is media that can convey health information or health messages that are in accordance with the interests, needs, and level of acceptance of the target,(Aprida et al., 2015)

7. Functions of Mass Media

The first function is the information function. This function is the most important function, because it conveys facts and events that really happened. For example, mass communication that has this function is news, advertisements, historical films, non-fiction books. The next function of mass communication is the persuasion function. This function influences the audience in several ways, such as confirming or strengthening attitudes, changing attitudes, moving someone to do something, and introducing ethics.(Syafarina, 2022)

METHODOLOGY

A qualitative descriptive study was conducted at Muhammadiyah University of Luwuk

Banggai to evaluate the contribution of the Dr. Oz Indonesia Program to improving the health knowledge of Communication Science students, Class of 2021. Based on data collected from research respondents, the qualitative descriptive approach provides an in-depth picture of the events that occurred. This qualitative study not only shows but also interprets data to gain a better understanding of how the health education program affects students' health knowledge.

With the data collection method through Documentation, questionnaires, and observations were used to collect the main data sources for this study. Observations measure how students receive information from the Dr. Oz Indonesia Program, while the questionnaire is to determine how often students watch the Dr. Oz Indonesia Program, how the program impacts their health knowledge, this study and how they utilize the program All Communication Science students of Class of 2021 received questionnaires through saturated sampling.

In addition, documentation in the form of notes or supporting materials related to the research topic is collected as analysis material. And also to support the results of the study, this study also uses additional literature and previous research on health education in the media, especially the Indonesian Dr. Oz program. This data is collected from relevant books, journals, and articles.

Then the collected data will be analyzed descriptively qualitatively using observation, documentation, and questionnaires. The results of the data analysis will provide a better understanding of the role of the Dr. Oz Program in Indonesia in increasing students' health awareness and offer suggestions on how the mass media can create health education programs.

RESULTS

The following is a table of the results of the questionnaire calculation from 20 respondents using the Likert scale 1-5. The questions were taken from a questionnaire file that focused on

the contribution of the Dr. Oz Indonesia Program to the improvement of health knowledge of Communication Science students.

Indicator	Item Number	Scor Weight										Sum		Scor
		5		4		3		2		1				
		F	X	F	X	F	X	F	X	F	X	F	X	
Increasing Health Knowledge	1	8	40	7	28	3	9	2	4	0	0	20	81	81
	2	4	20	8	32	5	15	3	6	0	0	20	73	73
	3	6	30	9	36	4	12	1	2	0	0	20	80	80
	4	7	35	10	40	2	6	1	2	0	0	20	83	83
	5	8	40	9	36	2	6	1	2	0	0	20	84	84
	6	10	50	8	32	1	3	1	2	0	0	20	85	85
	7	9	45	7	28	3	9	1	2	0	0	20	84	84
	8	10	50	8	32	2	6	0	0	0	0	20	88	88
	9	10	50	7	28	2	6	1	2	0	0	20	86	86
	10	5	25	8	32	4	12	2	4	1	1	20	74	74
	11	6	30	8	32	4	12	2	4	0	0	20	78	78
	12	2	10	5	20	6	18	4	8	3	3	20	59	59
	13	8	40	9	36	2	6	1	2	0	0	20	84	84
	14	9	45	8	32	2	6	1	2	0	0	20	85	85
Jumlah	15	10	50	7	28	2	6	1	2	0	0	20	86	86
	1.210:15x100 = 80,7 %													

DISCUSSION

The results of this study show several important findings related to the influence of the Dr. Oz Indonesia health education program on increasing health knowledge among Communication Science students at Muhammadiyah University of Luwuk Banggai, especially the 2021 intake.

First, most respondents stated that they often watch the Dr. Oz Indonesia program and feel that this program provides valuable health information. This shows that the television program is able to become one of the significant sources of information in enriching health knowledge among students.

Second, this study can be used as a basis for efforts to improve the effectiveness of health education programs in the mass media.

With the findings that Dr. Oz Indonesia has succeeded in attracting students' interest and providing a positive impact, similar programs can be further developed to provide a greater impact to a wider audience.

Third, this study provides guidance for mass media to be more effective in delivering health information to the younger generation. Given the importance of presenting appropriate and interesting health information, the results of this study serve as a reference for mass media to continue to innovate and adjust methods of delivering health information that are relevant to the needs and preferences of the younger generation. Overall, this study emphasizes the importance of health education programs in the mass media and its role in building health awareness and knowledge among students.

The results of this study show that the Dr. Oz Indonesia program plays an important role in disseminating health information to Communication Science students of the Muhammadiyah University of Luwuk Banggai, class of 2021. Most respondents admitted to often watching this program and felt its benefits in increasing their health knowledge. This finding confirms that television as a form of traditional mass media remains relevant and effective in conveying educational messages, even amidst the rapid development of digital media. In the context of mass communication theory, television media has the power to shape public opinion and increase public awareness, especially in terms of health. The Dr. Oz Indonesia program has succeeded in utilizing this power by presenting informative content that is easily accessible to a wide audience.

In theory, mass communication plays a role in spreading messages to a wide audience simultaneously. Mass media, especially television, has a large reach and is able to convey information to various community groups in a short time. The results of this study confirm that television programs such as Dr. Oz Indonesia can function as effective

communication tools in conveying health information. This program not only presents complex medical information, but also packages it in a more attractive and easily understood form by the audience. This is in accordance with the theory of mass communication which emphasizes that messages conveyed through the media must be designed in such a way that they can be well received by the audience.

Furthermore, the results of this study also show that the Dr. Oz Indonesia program can be a basis for increasing the effectiveness of other health education programs in the mass media. As a form of mass communication, television media has a responsibility to convey accurate and relevant information to the public. According to the agenda-setting theory, the media has the power to determine issues that are considered important by the public. In this context, the Dr. Oz Indonesia program has succeeded in positioning health issues as important topics that need to be considered by the public, especially by students who are the main audience of this study. By utilizing the power of agenda-setting, this program can increase students' awareness of the importance of maintaining health and obtaining the right information related to disease prevention and a healthy lifestyle.

In addition, the results of this study provide guidance for mass media to be more effective in conveying health information to the younger generation. Based on mass communication theory, one of the challenges faced by the media is how to make the message delivered relevant and interesting to the target audience. The younger generation, especially students, have different media consumption patterns compared to previous generations. They tend to choose content that is short, visual, and easily accessible through various platforms. Therefore, mass media, including television, need to continue to innovate in presenting content to remain relevant to dynamic young

audiences. The Dr. Oz Indonesia program can expand its influence by utilizing various digital media platforms, such as social media and streaming services, so that health information can be accessed by a wider audience and in accordance with the media preferences of the younger generation.

Through this approach, mass media is expected to play a greater role in educating the public, especially the younger generation, about the importance of maintaining health. As a means of mass communication, the media not only functions as a message deliverer, but also as a shaper of public opinion and behavior. By presenting interesting and relevant health information, health education programs such as Dr. Oz Indonesia can help build higher awareness of health among the younger generation. This is in accordance with the cultivation theory which states that repeated media exposure to certain issues can influence the audience's perception and attitude towards the issue. In the context of this study, regular exposure to the Dr. Oz Indonesia program can help shape students' positive perceptions of the importance of maintaining health and practicing a healthy lifestyle.

Overall, this discussion shows that health education programs in the mass media, especially television, still have a big influence in increasing students' health knowledge. However, in order for these programs to be more effective and have a wider impact, the mass media must continue to innovate in delivering information and adapt to the preferences of young audiences. Thus, the media can play an important role in shaping public awareness of the importance of health, as well as supporting efforts to increase knowledge and healthy living behavior among the younger generation, in accordance with the basic principles of mass communication theory.

CONCLUSION

The conclusion of this study is that the Dr. Oz Indonesia program has made a significant contribution to improving the health knowledge of Communication Science students at the Muhammadiyah University of Luwuk Banggai, class of 2021. Most respondents showed a high interest in this program and admitted that they obtained valuable health information. As a form of mass communication media, television has proven to still be an effective medium in conveying health education messages, especially to the younger generation.

In addition, this study provides an important foundation for the development of health education programs in the mass media. By considering the preferences and media consumption styles of the younger generation, television programs and other digital platforms need to continue to innovate in presenting content to be more relevant and interesting. The mass media, through programs such as Dr. Oz Indonesia, has a central role in shaping public opinion and increasing health awareness among the community, especially the younger generation who will become agents of change in the future.

Thus, this study emphasizes the importance of health education programs in mass media as a tool to build better health awareness and knowledge among students.

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