



DIPLOMA IN COMMUNICATION AND MEDIA

THE FACULTY OF COMMUNICATION AND MEDIA STUDIES

UNIVERSITI TEKNOLOGI MARA MELAKA

THE ROLES OF SOCIAL MEDIA IN PROMOTING PUBLIC HEALTH

ADVISOR:

MR. ABDUL RAUF BIN RIDZUAN

BY:

NURUL ATIQAH BINTI KAMARUDDIN	2013692588
NUR LIYANA BINTI MAT NOR	2013405236
NUR HANANI BINTI JUAHER	2013604778
NUR SYAHIRAH BINTI MOHD ZAHARI	2013246596
NORZAFIRAH BINTI GNUAWAR	2013672072
SERI NAZWA BINTI MOHD ABDUL RANI	2013880556

A RESEARCH PAPER SUBMITTED IN PARTIAL FULLFILLMENT
OF THE REQUIREMENT FOR PROFESSIONAL PROJECT
(COM363)

DIPLOMA IN COMMUNICATION AND MEDIA

MARCH 2016



DIPLOMA IN COMMUNICATION AND MEDIA
THE FACULTY OF COMMUNICATION AND MEDIA STUDIES
UNIVERSITI TEKNOLOGI MARA MELAKA
THE ROLES OF SOCIAL MEDIA IN PROMOTING PUBLIC HEALTH

ADVISOR:

MR ABDUL RAUF BIN RIDZUAN

BY:

NURUL ATIQAH BINTI KAMARUDDIN 2013692588

NUR LIYANA BINTI MAT NOR 2013405236

NUR HANANI BINTI JUAHIR 2013604778

NUR SYAHIRAH BINTI MOHD ZAHARI 2013246596

NORZAFIRAH BINTI GNUAWAR 2013672072

SERI NAZWA BINTI MOHD ABDUL RANI 2013880556

A RESEARCH PAPER SUBMITTED IN PARTIAL FULLFILLMENT OF THE
REQUIREMENT FOR PROFESSIONAL PROJECT

(COM363)

DIPLOMA IN COMMUNICATION AND MEDIA

MARCH 2016

CONTENT

NO	TOPICS	PAGE
1	ABSTRACT	1
2	ABSTRAK	2
3	ACKNOWLEDGEMENT	3
4	<p style="text-align: center;">CHAPTER 1: INTRODUCTION</p> <p>1.1 Background of Study</p> <p>1.2 Problem Statement</p> <p>1.3 Research Question</p> <p>1.4 Research Objective</p> <p>1.5 Significant of Study</p> <p style="padding-left: 20px;">1.5.1 Policy</p> <p style="padding-left: 20px;">1.5.2 Practice</p> <p>1.6 Limitation of the Study</p> <p style="padding-left: 20px;">1.6.1 Time Limitation</p> <p style="padding-left: 20px;">1.6.2 Geographical Area</p> <p style="padding-left: 20px;">1.6.3 Informant's cooperation</p> <p style="padding-left: 20px;">1.6.4 Money</p>	<p>4-6</p> <p>7-8</p> <p>9</p> <p>9</p> <p>10-11</p> <p>12</p>
5	<p style="text-align: center;">CHAPTER 2 : LITERATURE REVIEW</p> <p>2.1 Defination of Social Media</p> <p>2.2 Benefit of Social Media</p> <p style="padding-left: 20px;">2.2.1 Sharing of knowledge and information among the different groups of people</p> <p style="padding-left: 20px;">2.2.2 To increase our awareness of the movements of our professional or social contacts</p> <p style="padding-left: 20px;">2.2.3 Widely used by most of the firm/organisation to market their products/services in the society</p> <p style="padding-left: 20px;">2.2.4 Can be effective Education tools</p> <p style="padding-left: 20px;">2.2.5 To maintain relationships with friends and family regardless of distance</p> <p>2.3 Function of social media</p> <p style="padding-left: 20px;">2.3.1 To describe collaborative media creation and sharing on a fairly large scale</p> <p style="padding-left: 20px;">2.3.2 Social media includes services</p> <p style="padding-left: 20px;">2.3.3 Giving possibility for instance information exchange</p> <p style="padding-left: 20px;">2.3.4 present the mediums for the enterprise where there can establish one-to- one interaction with their target group</p>	<p>13-14</p> <p>15-16</p> <p>17-19</p>

	2.4 Type of social media 2.4.1 Social Networking Service (SNS) 2.4.2 Media Sharing Sites (MSS) 2.5 Definition of Public Health 2.6 Definition of Awareness 2.7 Benefits of social Media towards Healthcare 2.7.1 Quick Dissemination of medical information 2.7.2 Healthcare access across vast distances 2.7.3 Mechanism for Cost Control 2.8 Users and Gratification Theory 2.9 Research Framework	20-21 22-23 24-25 26-27 28 29
	CHAPTER 3: METHODOLOGY	
6	3.1 Research Design 3.1.1 Qualitative Research 3.2 Data collection Strategies 3.2.1 Unit of Analysis 3.2.2 In-Depth Interview 3.3 Sample Size 3.3.1 Purposive sampling 3.4 Data Analysis Strategies 3.4.1 Thematic Analysis	30-31 32-33 34-37 38
	CHAPTER 4: FINDINGS	
7	4.1 RQ 1: How social Media can be tool for promoting public? 4.1.1 Social media as a medium to seek information 4.1.2 People share information that others need 4.1.3 Create any games and application that relates to healthcare 4.1.4 Bigger audiences to share information 4.1.5 Conclusion Remarks 4.2 RQ 2: Do social media shapes many aspects of some people lives including their healthcare? 4.2.1 Social Media will affect public 4.2.2 Aspect in people life 4.2.3 Conclusion Remarks 4.3 RQ 3: How social Media can create awareness about the health? 4.3.1 Social media has become a major source in promoting health and spreading awareness 4.3.2 Social media are now providing a space to discuss about health condition 4.3.3 Social Media can makes and interactive communication 4.3.4 Conclusion Remarks 4.4 RQ 4: Does social media can help to reduce health problem? 4.4.1 Social media Allows people to share about health information 4.4.2 Easy to find healthcare product 4.4.3 People didn't make extra research after reading the information regarding health. 4.4.4 Conclusion Remarks 4.5 RQ 5: What are the possible limitations of social media in public health information sharing	39-41 42-43 44-47 48-51 52-55

ABSTRACT

Social media can hold considerable potential for health promotion. In promoting health to the public, social media like Facebook, Twitter and Instagram can be a very good and easy medium to share about health information. The use of social media increases the potential for easy access to preventive medicine, interaction with health care providers, and public health, hence this will make the health information sharing become easier. The goal of this research is to study the effectiveness and role of social media in promoting public health. This research is using the qualitative research method. An interview has been made to eight informants to get the result for this research. Most of the informants are from the IT, Medical field and also the social media user. The study found that social media give many benefits in promoting public health. The benefits include in the aspects of increase the awareness about health, the dissemination of health information and promote healthcare product.