

CAPACITY BUILDING FOR STUDENTS AND ALUMNI AS CONTENT CREATORS BASED ON REPRODUCTIVE HEALTH ON SOCIAL MEDIA PLATFORMS AT THE MIDWIFERY DEPARTMENT OF POLTEKKES KEMENKES ACEH

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ABSTRACT

The Worldwide Digital Population estimates that by April 2023, there were 5.18 billion internet users worldwide, of whom approximately 4.8 billion, or 64.6%, used social media. Content creation has become a highly profitable profession. A content creator can earn a high income if they have a large following. By 2023, it is estimated that there will be 207 million content creators worldwide, with a total revenue of approximately USD 16.4 billion. Almost all midwifery students use social media. Some have thousands of followers. Generally, the content these students display is about daily life and remains simple. The purpose of this activity is to increase students' and alumni's knowledge of content creation and its benefits, improve students' and alumni's ability to create content on social media platforms, and create business opportunities for students and alumni by fostering them as content creators. Activity methods: Training, supervision, and monitoring. The training activity was held on August 24, 2024, and attended by 32 participants. Result of monitoring and evaluation: by the end of 2024, 68% of training participants had created and uploaded reproductive health content on their social media accounts.

Keywords: Content creator, students, alumni, Midwifery Department, Poltekkes Kemenkes Aceh

INTRODUCTION

Social media is an interactive technology that facilitates the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks.¹

Most people in the world today use social media to communicate, connect, and interact with others, sharing and disseminating information within their groups. Social media facilitates the sharing of information, ideas, interests, and other forms of expression through virtual communities and networks.²

The history of social media began with the creation of the World Wide Web in the

early 1990s, marking the modern era of internet communication. This breakthrough facilitated the formation of online communities and enabled support for offline groups through weblogs, list servers, and email services. The evolution of online services evolved from serving as channels for networked communication to interactive platforms for networked social interaction with the emergence of Web 2.0.³

Social media began in the mid-1990s with the emergence of platforms such as GeoCities, Classmates.com, and SixDegrees.com. Instant messaging and chat services were already available at the time. The Six Degrees platform was the first

online service to allow users to connect using their real names. This platform featured profiles, friend lists, and affiliations, making it the world's first social networking site. The platform's name was inspired by the concept of "six degrees of separation," which suggests that every person on the planet is only six connections away from another person.⁴

In the early 2000s, social media growth accelerated, marked by the emergence of various new platforms such as Ryze (2021), Friendster (2002), LinkedIn (2003), Hi5 (2003), Myspace (2003), Facebook (2004), Yahoo 360 Degree (2005), Twitter (2006), and WhatsApp Messenger (2009).⁴ In the 2010-2020 era, platforms such as Instagram, Path, Snapchat, Google+ (2010), Tinder (2012), and TikTok (2016) emerged.⁵

Billions of people worldwide use social media to share information and make connections. On a personal level, social media allows people to communicate with friends and family, learn new things, develop interests, and entertain themselves. As professionals, we use social media to expand knowledge in specific fields and build professional networks. At the corporate level, social media enables conversations with audiences, the collection of customer feedback, and the enhancement of company branding.⁶

According to data from the Worldwide Digital Population, by April 2023, there will

be 5.18 billion internet users worldwide, and approximately 4.8 billion of them, or 64.6%, will use social media. The most popular social media platform as of January 2023 was Facebook, followed by YouTube and WhatsApp. A table of the most widely used social media platforms worldwide is shown in Figure 1 below.⁷

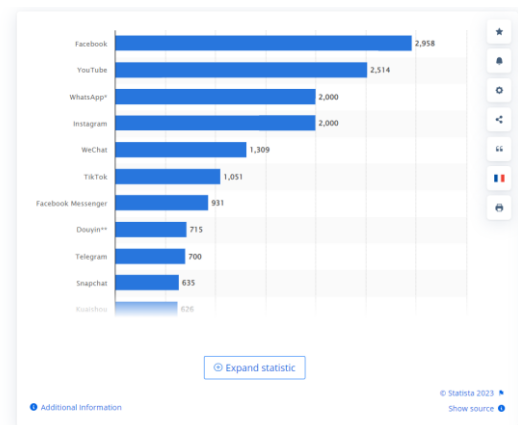


Figure 1: Most popular social networks worldwide as of January 2023, ranked by number of monthly active users

Social media user growth is estimated at around 150 million per year, or approximately 4.7 new users per second. Data from the Global Digital Overview states that 9 out of 10 internet users use social media every month. The typical active social media user now uses or visits an average of 6.6 different social media platforms per month and spends an average of 144 minutes per day on social media.⁸ Although the number of social media users continues to increase annually, not all of these users have content on their social media accounts. Many users only use social media to communicate (chat) or

simply as viewers/readers of content available on various platforms.

Social media content is everything users share on their accounts, whether it's text updates, photos, graphics, videos, or links. Social media users who share their content are called content creators. A content creator is someone who creates educational or entertaining content according to the audience's wishes. Content creators can create a variety of content, including photos, videos, podcasts, writing, digital art, and more. This content can be shared through various appropriate social media platforms, such as YouTube, Twitter, TikTok, Instagram, Facebook, or blogs.¹⁰

Currently, content creation has become a highly profitable profession. A content creator can earn a high income if they have a large following. This income comes from endorsements, AdSense, revenue from social media platforms, and more. By 2023, it is estimated that there will be 207 million content creators worldwide, with a total income of approximately USD 16.4 billion.¹¹

The development of communication technology and the economic opportunities that come from being a content creator must be seized by various parties. Indonesia is one of the countries with the highest number of social media users in the world, with approximately 167 million people. The seven most widely used social media platforms in Indonesia are: WhatsApp, Facebook, Instagram, TikTok, Telegram, Twitter, and Facebook

Messenger.¹² The high number of social media users in Indonesia will increase opportunities to become a content creator.

The Health Polytechnic of Aceh (Poltekkes Aceh), established in 2001, is one of the formal educational institutions in Aceh Province under the auspices of the Ministry of Health of the Republic of Indonesia. At the time of its establishment, Poltekkes Aceh consisted of five departments: Nursing, Midwifery, Nutrition, Dental Health, and Environmental Health. By 2023, Poltekkes Aceh had two more departments, bringing the total to seven, with the addition of Pharmacy and Medical Laboratory Engineering.¹³ The number of active students in the odd semester of the 2022/2023 academic year at Poltekkes Aceh is 4,010.¹⁴

One of the departments that has existed at Poltekkes Aceh since its establishment in 2001 is Midwifery. Currently, the midwifery department has six study programs across five districts. The vision of the Midwifery Department of the Aceh Polytechnic of Health is to establish the Midwifery Department as a leading institution in Aceh Province, producing superior, competitive, and Islamic midwives by 2020. One of its missions is to develop entrepreneurship among students.¹⁵ The number of midwifery students for the 2022/2023 academic year is 611, spread across six study programs (Diploma IV and Diploma III).¹⁶

Based on the proposal team's initial observations, gathered through discussions and Q&A with midwifery students at the Banda Aceh and Lhokseumawe campuses, nearly 95% of students have social media accounts and are active users. The social media platforms commonly used by students are WhatsApp, TikTok, Instagram, YouTube, and Facebook.

Some students have tens of thousands of followers on their Instagram accounts, while many have thousands. Upon observation, the content posted by these students generally focuses on daily life or flexing. The proposal team has not yet found any student content that educates the public. Yet, as midwifery students, they can create content that benefits the community by providing proper health education, particularly on reproductive health. The content displayed on student accounts remains simple, making it less engaging.

Improving students' knowledge and skills in content creation is crucial to enhancing the capacity of those interested in becoming content creators. This not only enhances their skills but can also generate income. Therefore, if they are serious about pursuing it, it could create new business opportunities.

The objectives of this activity are to increase the capacity of students and alumni as reproductive health-based content creators on social media platforms.

- a. To increase students' and alumni's knowledge about content creation and its benefits
- b. To improve students' ability to create content on social media platforms
- c. To enhance students' and alumni's ability to develop reproductive health-based social media content
- d. To generate business opportunities for students and alumni by becoming content creators

METHODS

The implementation method for this community service activity consists of:

- a. Two-day capacity building training as content creators on the following platforms: Instagram, TikTok, Facebook, and YouTube
- b. Monitoring and supervision of content development
- c. Evaluation of the implementation of training results

THE RESULTS OF ACTIVITY AND DISCUSSION

a. The Results of Activity

The activity was conducted as a training on August 24, 2024, at the Khatijah Hall of the Midwifery Department of the Aceh Ministry of Health Polytechnic. This activity was filled by two facilitators, namely: Dr. Cut Razianti ZB, Sp. OG, Subsp. KfM (Mother and Child Hospital/RSIA) and Warzukni, S. Kom (Vocational and Productivity Training

Centre (BPVP) Banda Aceh). The activity was attended by 32 participants, consisting of DIII and DIV Midwifery students in Banda Aceh and alumni. The activity took place from 08.30-17.00 WIB.

Table 1: Timetable of the Activity

Time (WIB)	Topic	Facilitator
08.30-10.00	Sharing experience: Social media content related to reproductive health	Dr.Cut Razianti, SpOG
10.00-10.15	Break/coffee time	
10.15-11.00	Multi-media Creative Research	Warzukni, S.Kom
11.00-12.00	Developing a Creative Brief	Warzukni, S.Kom
12.00-13.00	Preparation of materials according to the format	Warzukni, S.Kom
13.00-14.00	Break/Lunch	
14.00-16.00	Video Editing & Audio	Warzukni, S.Kom
16.00-16.30	Break/ Coffee time	Warzukni, S.Kom
16.30-18.30	Video Editing & Audio (continue)	Warzukni, S.Kom



Figure 2: Opening of the activity by the Head of Midwifery at the Aceh Ministry of Health Polytechnic



Figure 3: Facilitator: Dr.Cut Razianti ZB, Sp.OG, Subsp.KFm



Figure 4: Facilitator: Warzukni, S.Kom



Figure 5: Participants

Participants were given 7 days to create content on reproductive health, based on the steps taught during the training. One week after the training, five participants completed their assignment by creating the content. This content was uploaded to their respective social media platforms (TikTok and Instagram). The list of content is as follows:

https://youtu.be/b5HyKou_sMk?feature=shared
https://www.tiktok.com/@khsya03/video/7409706864524397829?_r=1&_t=8pMXGruuYSY&link_tag=1
https://www.tiktok.com/@bilooo547/video/7409708380840889605?_r=1&_t=8pMXhDffBln
https://www.tiktok.com/@__ygyyy_/video/7409707428083715334?_t=8pMYBX3M7ms&_r=1
https://www.tiktok.com/@userrooo_90/video/7409311533244648709?_r=1&_t=8pNokFXflG3

Participants who haven't completed their assignments will be given up to 1 month to do so. Based on monitoring and evaluation of the activity, by the end of December 2024, only 22 participants, or 69%, had created reproductive health-related content and uploaded it to their social media accounts.

b. Discussion

In line with the expected targets of this activity, the results of the training participants' participation and completion of assignments from the committee and facilitators showed that almost all participants completed them. This was evident in their readiness to upload reproductive health content to their respective social media platforms. According to the implementation team and facilitators, the content was good and effectively educated the public about reproductive health. Although approximately 30% of participants had not yet uploaded reproductive health content, they understood the correct steps for creating scientifically based social media content.

Given the high number of views and comments on the uploaded content, it is

hoped that similar activities can be repeated, focusing on a single social media platform, such as TikTok or Instagram.

CONCLUSIONS

Capacity-building activities for students and alumni of the Midwifery Department of the Ministry of Health of Aceh, focused on reproductive health content creators, were held on August 24, 2024, at the department. Monitoring and evaluation of activity results were conducted through the end of 2024. Monitoring and evaluation results: By the end of 2024, 68% of training participants had created and uploaded reproductive health content on their social media accounts.

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