

Social Marketing Planning Online Consultation Special for “Kooliner” Teenagers Via Whats App Doc at Air Putih Health Center

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ABSTRACT: The Importance of Marriage Age Maturation to provide understanding and awareness to adolescents to be able to plan a family, consider aspects related to household life and support quality births. The purpose of this activity is to increase adolescent knowledge and awareness of the importance of PUP and improve the quality of life of adolescents. Adolescents in the Air Putih Health Center Area have never received socialization related to PUP, adolescents also tend to have negative attitudes due to the lack of knowledge related to maturing age, maturity and mentality towards marriage. Consultation refers to the word exchange of ideas to get conclusions, both advice and suggestions, and to changes in adolescent behavior to be able to prevent themselves from getting married early into a social marketing product. The implementation of this empowerment uses the Social Marketing method. The results of this activity include adolescents being very interested in the "Kooliner" service, also increasing adolescent knowledge and awareness and promoting effective communication skills.

KEYWORDS: Social marketing, adolescent, online consulting

INTRODUCTION

Online health consultation services or often known as teleconsultation are part of telemedicine. This technology has begun to develop in Indonesia in line with the development of information technology in the health sector. Flexibility of time, lower consultation costs, wide reach and improved health services are the benefits obtained from this implementation (Budyanti et al., 2021). The use of the internet provides the opportunity to get the latest information anywhere and anytime, one of which is health consultation activities, especially for adolescents. This is an opportunity as an opportunity to bridge communication that can be done online. By synergizing the Youth Care Health Service Program (PKPR) through an online web-based consultation information system, it becomes a place of information for adolescents in services related to health counseling.

Child marriage is a serious public health problem with negative impacts on both the individual and community levels. Based on a research report by the Center for the Study and Advocacy of Child Protection and Quality of Life (PUSKAPA) together with UNICEF, the Central Statistics Agency (BPS), and the National Development Planning Agency (Bappenas) in 2020, based on population, Indonesia is ranked 10th in the world for the highest number of child marriages. The trend of child marriage in Indonesia, both those who have their first marriage before the age of 18 or 15 years. Underage marriage is very vulnerable to divorce. At a time when children should feel love and get protection, they have to face divorce cases caused by underage marriages that are not ready (Heryanti, 2021).

Adolescent knowledge about Marriage Age Maturation (PUP) is limited and this causes them to be more likely to have negative attitudes because the knowledge they get is only so-so. The importance of PUP is to provide understanding and awareness to adolescents to be able to plan families, consider aspects related to household life and support quality births (Dinastiti & Jaya, 2020). This activity aims to provide information related to PUP by facilitating access to finding PUP information, increasing adolescent knowledge and awareness regarding the importance of PUP and improving the quality of life of adolescents by preventing early marriage behavior.

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IMPLEMENTATION METHOD

Implementation Method: Social Marketing or what we call social marketing is one of the health promotion strategies. Through online health consultation services or often known as teleconsultation is part of telemedicine. What is done in this activity is:

1. Social marketing strategy review
Identifying the causes of the problem of the lack of consultation visits for Marriage Age Maturity is a common problem for adolescents.
2. A review of social marketing tactics
 - a. Product Differentiation with materials and platforms relevant to teenagers
 - b. *Marketing Mix* with 4 main elements of 4P, namely Product, Place, Price, Promotion
3. Social Marketing Value Study
Efforts are made to increase value to increase public satisfaction in using mental health service products in the form of brands, services and health service processes.

Setting consumer targets including:

1. Primary Target
adolescents aged 12 to 18 years who are not gender-specifically male or female, including healthy adolescents as well as adolescents who may be at risk of early marriage.
2. Secondary targets
Other groups that are not in the 12 to 18 year old youth group, but have a role in promoting Post-Marriage Adulthood, include parents/guardians, schools, health workers and peers.
3. Tertiary targets
Which includes adolescent counseling facilities and adolescent reproductive health program development.

Carry out marketing and product plans as follows:



As well as carrying out supervision and evaluation plans such as monitoring and evaluation.

ACTIVITY RESULTS

Social Marketing or what we call social marketing is one of the health promotion strategies. Through online health consultation services or often known as teleconsultation is part of telemedicine. This technology began to develop in Indonesia in line with the development of information technology in the health sector. Flexibility of time, lower consultation costs, wide reach and improved health services are the benefits obtained from this implementation (Budyanti et al., 2021).

The author offers the easiest and most affordable form of adolescent consultation service through KOOLINER (Online Consultation for Adolescents). It is a service that we created and collaborated with the Air Putih Health Center. This service seeks to increase adolescent knowledge about their own health or that of their peers.

KOOLINER is implemented through the Puskesmas service called What'App Doc, teenagers can consult online. To consult, teenagers register themselves through What's App Doc. After the product marketing was carried out through the Instagram account @promkesfkm2022, @puskesmas air putih and What'App Doc PKM with a media design containing messages about PUP since December 2, 2023, the following results were obtained:

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a. Statistics Through Instagram Platform

No	Types of Statistics	@promkesfkmunmul	@puskesmasairputih
1	Follower account	156	2.443
2	Like	79	5
3	Comments	16	0
4	Share (sahre)	27	2
5	Save	1	1

Source: Primary Data processed, December 08, 2023

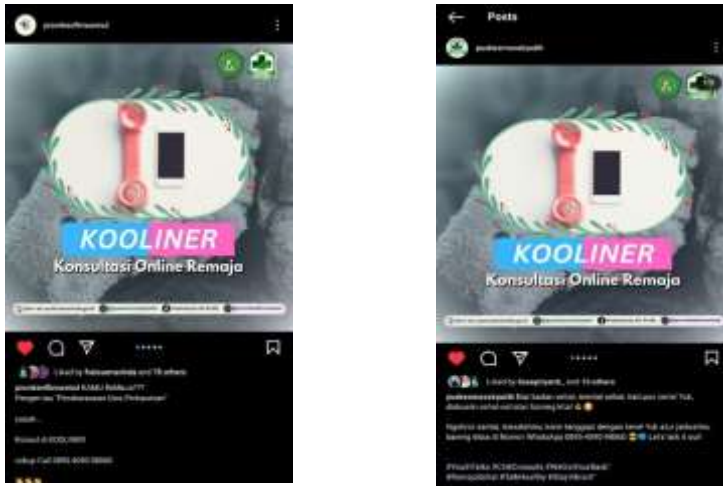


Figure 1. Instagram platform

b. Statistics Through What'sApp Doc Platform

No	Types of Statistics	@puskesmasairputih
1	Accounts reached	131
2	Like	2
3	Comments	1
4	Share (sahre)	1
5	Save	0

Source: Primary Data processed, December 08, 2023



Figure 2. WhatsApp Platform

The results of activities related to adolescent interest in "Kooliner" found that out of 47 adolescents, 57.4% were aware of the existence of adolescent program services at the Air Putih Health Center, 37.7% had adolescent program services from Social Media, 51% of those who became the place to tell your story if there was a problem were friends or best friends, All participants agreed that consultation services for adolescents were available at the Air Putih Health Center, 59.6% of adolescents preferred services that received online consultations, 89.4% had not followed the Air Putih Health Center Instagram account, 34% of adolescents most often saw promotions from the Health Center about national health information, 70.2% of adolescents yesngever seen the promotion of KOOLINER (Teenagers Online Consultation) services on Instagram accounts, 91.4% of teenagers interested in utilizing the KOOLINER services at the Air Putih Health Center, 4.3% of teenagers have tried utilizing the KOOLINER services and all of them found it easy to utilize these services, 97.9% of teenagers will recommend or spread the KOOLINER services at the Air Putih Health Center to their family or friends.

CONCLUSION AND SUGGESTIONS

Based on the results of the questionnaire on the interest of the community, especially teenagers, in the KOOLINER service, it can be concluded that they are very interested. So that this program can still be continued and developed better in the future. By synergizing the Youth Care Health Service Program (PKPR) through an online web-based consultation information system, it becomes a place of information for teenagers in services related to health counseling and healthy living skills education that are delivered in a fun way while still respecting and maintaining user confidentiality. One of the main focuses of PKPR at this time is the Adulthood Program for Marriage (PUP).

Changing the perception of teenagers on the importance of Marriage Age Maturation, eliminating stigma and educating teenagers that the dangers of early marriage are things that can shape a bright future. Promoting effective communication skills so that teenagers feel comfortable talking about their feelings and are willing to open up to family and friends and professionals.

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Using health promotion media, KOOLINER hopes to be able to reduce the number of Child Marriages in Indonesia.

THANK-YOU NOTE

Special thanks are extended to Mulawarman University, Air Putih Health Center and adolescents in the Air Putih Health Center area.

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