Framing of Health Communication in Islamic Religious Education in New Media

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Abstrak
Komunikasi kesehatan diperlukan masyarakat Indonesia. Pendidikan agama Islam sangat memfasilitasi semua bentuk kesehatan bagi umat manusia. Penelitian ini menggunakan objek media baru yaitu twitter media nasional yang berisi informasi kesehatan tahun 2019. Rumusan masalah penelitian adalah bagaimana framing komunikasi kesehatan dalam pendidikan agama Islam di media baru? Tujuan penelitian adalah untuk mengetahui framing komunikasi kesehatan dalam pendidikan agama Islam di media baru. Komunikasi kesehatan merupakan seni menginformasikan mempengaruhi dan memotivasi individu, institusi serta masyarakat tentang hal-hal penting dalam meningkatkan kualitas hidup dan kesehatan individu dalam masyarakat. Hasil penelitian, dimensi menginformasikan, mempengaruhi, memotivasi individu, dan masyarakat melalui twitter bertingkat hasilnya. Pada unit informasi kesehatan diri informasi ini sangat sering diinformasikan oleh media siber. Namun jika dikaikon dengan perilaku sehat pengguna media baru, terlihat sudah mengikuti. Pada unit informasi kesehatan masyarakat seperti bersin dan membuang sampah: informasi ini sering diinfokan oleh media-media baru. Pengguna media siber sangat mengikuti.

Kata Kunci: komunikasi kesehatan, literasi media, media baru

Abstract
An abstract is a brief description of the problem and research objectives, methods Health communication is needed by the Indonesian people. Islamic education greatly facilitates all forms of health for humanity. This study uses a new media object that is the national media Twitter which contains health information in 2019. The research problem formulation is
how to frame health communication in Islamic religious education in new media? The purpose of this study was to determine the health communication framing in Islamic religious education in new media. Health communication is the art of informing influencing and motivating individuals, institutions and society about important matters in the health sector in improving the quality of life and health of individuals in society. The results of the study, the dimensions of informing, influencing, motivating individuals, and society through multilevel Twitter results. In the personal health information unit, this information is very often shared by the cyber media. However, if it is associated with the healthy behavior of new media users, it is seen to have followed. In public health information units such as sneezing and littering: this information is often shared by new media. Cybermedia users are very following.

Keywords: health communication, media literacy, new media

Introduction
Health communication is very much needed by the community. Islamic religious education represents people's lives. New media has become something that is needed by society. This research study is about personal health and public health. Personal health info is washing hands and brushing teeth. Based on data from the Indonesian Ministry of Health Data and Information Center, in 2013 there was an average of 47% of Indonesian people who washed their hands properly. Whereas based on data from the Indonesian Ministry of Health Data and Information Center, in 2013 there were 26% of Indonesian people who had dental and mouth problems, and only 31% received treatment related to dental and mouth problems. And only 2.3% have brushed their teeth properly (Anon 2019).

The research problem formulation is how is the framing of health communication in Islamic religious education on Twitter during 2019? The purpose of this study is to analyze health communication framing in Islamic religious education in 2019. The benefits of this research can develop social science studies in the interplay of knowledge that is developing dynamically nowadays.

Research conducted by Drentea, Goldner, Cotten, and Hale on the relationship between gender, the use of the internet for health goals, and mental health show that the use of the internet as a medium for finding information about mental health is more often used by women than men. This is because women tend to seek social support. The internet is also a good source of information about mental health (Drentea et al. 2014).

Then, the results of research conducted by Goldner on the relationship between health status with the type of information about health sought online states that a person's
health status influences the information they seek on the internet. For example, people diagnosed with disabilities or people with disabilities and people diagnosed with chronic diseases will find a lot of information about medical treatment, medical care, medical procedures, and drugs. This study also mentions that people who have health status or are diagnosed with certain diseases are more often looking for information about health on the internet than healthy people (Goldner 2016).

Research conducted by Halford, Lotherington, Obstfelder, and Dyb on the importance of information technology in the health sector shows that information technology including the internet is an important medium in the health field, especially in terms of providing information about medical personnel in a wide range. Then in terms of providing information about places of health care in a wider range (Lotherington, Obstfelder, and Dyb 2010).

Furthermore, research conducted by Maslen and Lupton on seeking information about health by people with chronic diseases states that these women use mobile applications and online resources to find and share information and support, monitor their bodies and health conditions and self-regulate their condition. We use a theoretical approach to feminist new materialism to identify rules (the human body and technology), relational connections, effective power, and agency capacity that is generated with and through the use of digital media (Maslen and Lupton 2019).

Research conducted by Aulia, Isnaini, and Khumairoh in 2017 on environmental management based on boarding schools in Islamic Boarding Schools Nurul Hakim Lombok NTB revealed that Nurul Hakim Islamic Boarding Schools are boarding schools in the category of ecopesantren and ecopesantren aspects applied in pesantren including pesantren which have pesantren that have pesantren environmental insights both from the aspects of funding environmental management and curriculum development on an Islamic-based environment, as well as participatory environmental activities. This study also concluded that the application of environmental management based on the boarding school Pondo Nurul Hakim Pesantren can be reviewed from the existence of facilities and infrastructure that supports the realization of environmental management, including places to manage compost fertilizer, places to plant tree seedlings, places used as captive breeding deer, the existence of independent agricultural land, and others (Aulia, Isnaini, and Khumairoh 2017).
Furthermore, previous research on the views of the reformers of Islamic education Ahmad Dahlan and Abdulwahab Khasbullah conducted by Setiawan in 2018 stated that the story of Ahmad Dahlan and Wahab Khasbullah could be used as an example of how the modernization of education through Western models that brought changes in Islamic education in Indonesia. Ahmad Dahlan and Khasbullah are reformers of Islamic education who educate the nation's children to realize that efforts to achieve independence must be owned by their students. Ahmad Dahlan and Khasbullah are examples of independence efforts built through the pesantren and the window of the religious school established by them (Setiawan 2018).

Then, previous research on innovations in Islamic education in 2018 conducted by Said, Umachandran, and Don stated that Islamic education programs had wide and difficult problems in various environments and cultural differences, the use of English for teaching, lack of teaching/resources multilevel learning and relevant to operationalize it. The curriculum of Islamic studies is useful for maintaining Islam as a complete biodiversity practice, including memorizing the Koran (Said, Umachandran, and Don 2018).

The results of research conducted by Abdussalam, Anwar, and Rachmat in 2019 concerning the development of translation skills for the Koran from prospective teacher students for Islamic Education through learning and teaching strategies Tamyiz stated that at the planning stage, the lecturer team arranged the Lesson Planning Semester for the Ulum Alquran course based on material in the Tamyiz method book made by the Tamyiz method team from the Bayt Tamyiz Indramayu Islamic Boarding School. Then, the lecture process of the Tamyiz method is arranged using the Tamyiz method in which it has been adopted to conform to standard lectures at the University by applying a semester credit system. Furthermore, an evaluation is carried out, namely the process evaluation and evaluation of the results of applying this method (Abdussalam, Anwar, and Rahmat 2019).

Furthermore, research on the application of e-learning in the learning process in the PAI study program at the Raden Fatah State Islamic University of Palembang conducted by Alimron in 2019 states that the application factor of e-learning applications get different views from lecturers and students in its application. Only some of the lecturers have enough knowledge about e-learning applications, while the majority of students have sufficiently understood the application of e-learning. In the factor of using e-learning applications, some lecturers find it difficult to implement e-learning, while the majority of students are easy to implement e-learning (Alimron 2019).
Research conducted by Mushlihin on Islamic education reform in Indonesia conducted in 2019 states that the Nurcholish Madjid in teaching and understanding Islam not only teaches and understands Islam as a religion, but also as a historical, sociological, and anthropological phenomenon that must be studied openly, democratic, participatory, pluralist and inclusive (Amali 2019).

Then, previous research conducted by Zahrah and Fawaid in 2019 regarding halal food in the era of the industrial revolution 4.0 stated that in the era of the industrial revolution 4.0 businesspeople were very easy in terms of halal food management both in terms of process and sales, namely through complex machines, a complete laboratory, modern halal valley, bola intelligence tools, and applications. All of these aspects have made the existence of halal food in Indonesia more well-known, also leading to more efficient and wider sales. The ordering and production process has also become more effective, and menu updates are faster, and a more open market, so halal food is increasingly required to compete (Zahrah and Fawaid 2019).

In 2019, Narulita, Suprasetio, and Humaidi researched new construction and development of religious tourism in DKI Jakarta. The results of his research stated that through the renewal of construction and development of religious tourism, the mosque emphasized that it was not only a place of worship, but also as a center of civilization or a place to unite the community (Suprasetio, Narulita, and Humaidi 2019).

Previous research conducted by Mansir and Karim in 2020 on approaches to learning Islamic education in shaping the emotional intelligence of students in the digital age shows that it is time for PAI learning to develop active learning and through good strategic planning to shape the emotional intelligence of students. The implications of the results of this study are scientific contributions and strate concepts of the PAI approach and as an effort to develop students' emotional intelligence (Mansir and Karim 2020).

Furthermore, research conducted by Hadiyanto, Samitri, and Ulfah in 2020 concerning multiliterate Arabic learning models based on local wisdom in tertiary institutions states that Arabic learning still tends to be behavioristic and only produces mechanistic language skills. Then, multiliterate Arabic learning must also enable students to carry out the process of intensification and extensification of their abilities in terms of communicating using Arabic so that they can develop their skills and communication skills.
using Arabic independently through multisource and media. Multiliterated Arabic learning that places students in a real-life context must be accompanied by an understanding and awareness of the importance of integrating local wisdom in Indonesia in the learning process. Furthermore, the components and syntax of multiliterate Arabic learning models based on local wisdom refer to empirical and theoretical findings, namely objectives, methods, materials, and evaluation of learning (Hadiyanto, Samitri, and Maria Ulfah 2020).

Previous research was conducted by Hale, with the title Is There Such A Thing As An Online Health Lifestyle (Information, Communication & Society Vol. 16, No. 4, May 2013, pp. 501-518). This research is about the use of the Internet for health-related purposes and whether this use is part of a larger health promotion behavior pattern or a healthy lifestyle. The combination of healthy lifestyles and digital inequality see the importance of social conditions to influence people's Internet habits and behaviors promoting routine health (Hale 2013).

Previous research was conducted by Huisman, Joy, & Biltereyst, with the title Health on Wikipedia: a qualitative study of the attitudes, perceptions, and use of Wikipedia as a source of health information by middle-aged and older adults (Information, Communication & Society Vol 16, No. 4, May 2013, pp. 501–518). This research on Wikipedia is one of the most popular online sources of information on a variety of topics, including health and medical and there are six qualities and characteristics that make Wikipedia an attractive source of health and medical information: comfort, coverage, actuality, completeness, conciseness, and familiarity (Huisman, Joye, and Biltereyst 2020).

Previous research was conducted by Vraga & Bode, with the title I do not believe you: how providing a source of corrects health misperceptions across social media platforms (Information, Communication & Society Vol. 16, No. 4, May 2013, pp. 501–518). This research is about the implications for successful social media campaigns to overcome health information errors (Vraga and Bode 2017).

Previous research conducted by Jasmine Harvey with the title Implementing scalable digital healthcare solutions in England: is the condition of society a factor? (Information, Communication & Society, Vol. 19, No. 4, 2016, pp. 532-539). This research on the use of digital health services to complement, assist, or replace traditional health services has been debated as having the potential to empower patients to take responsibility
in managing their conditions, streamlining the workload of health professionals, and cost-effectively for National Health Services in the UK (Harvey 2016).

Previous research conducted by Corinne Weisgerber with the title Turning to the Internet for Help on Sensitive Medical Problems (Information, Communication & Society, Vol. 7, No. 4, 2016, pp. 554-574). This study aims to examine how members of online bulletin board groups concerned with sleep paralysis (SP) use the Internet to establish what it means to experience symptoms associated with mysterious sleep disorders (Weisgerber 2004).

Previous research conducted by Naomi Smith & Tim Graham with the title Mapping the anti-vaccination movement on Facebook (Information, Communication & Society, Vol. 22, No. 9, 2017, pp. 1310–1327). This research is about examining the characteristics and discourse that are present on six popular anti-vaccination Facebook pages. We examine this large-scale data set using various methods, including social network analysis, gender prediction using historical census data, and generative statistical models for topic analysis (Latch Dirichlet allocation) (Smith and Graham 2019).

Health communication is the art of informing influencing and motivating individuals, institutions and society about important matters in the health sector in improving the quality of life and health of individuals in society. Health communication is also a field of theory, research, and practice relating to understanding and interdependence affecting communication (symbolic interactions in the form of messages and meanings) and health beliefs related to behavior and outcomes.

Research Method

Quantitative research is research that explains a research hypothesis can be proven according to the hypothesis predicted by the researcher. The research respondents were 367 with research areas in Padang, Bali, and Medan. These three areas are the new media literate twitter in health information in individual and community studies. Twitter which is the object of research is health information on brushing teeth and washing hands; on the individual order. In the community setting, health information sneezes and takes out the trash. Dental health in Indonesia is still in a bad number. According to Riskesdas, in 2007 and 2013 the population with oral and dental problems in Indonesia increased from 23.2% to 25.9%. Based on UNICEF data in 2014, 75.5% of Indonesians were not accustomed to washing their hands because they thought their hands were clean. Even if they wash their
hands, it is not uncommon to just rinse their hands with water without soap or only wash their hands in small kobokan / basins. According to WHO data (2014), washing hands with soap can reduce 40% the risk of diarrhea, and 20% the risk of acute respiratory infections, including pneumonia.

Data published by the Ministry of Environment and Forestry (KLHK) states that the average amount of waste production in Indonesia reaches 175,000 tons per day, equivalent to 64 million tons per year. When using assumptions based on that data, the waste produced by each person per day is 0.7 kilograms (kg). Based on a study released by McKinsey and Co and Ocean Conservancy, Indonesia is said to be the number two producer of plastic waste in the world after China. In DKI Jakarta, the local Sanitation Department records an average of 7,000 tons of waste produced every day in the capital (Indo). As a result of throwing away, garbage will ruin the view, the habit of littering and can cause disease. If this habit is carried out in the long run, the adverse effects will be even broader, namely a decrease in the quality of human life.

**Research Finding**

Descriptive research results are the third dimension of health communication is to inform, influence and motivate all to be on positive results. Some Twitter portals already provide health information about proper toothbrushing and proper handwashing. Some Twitter accounts also inform the impact if you brush your teeth and wash your hands improperly, for yourself.

Some Twitter portals also inform you of properly disposing of trash. And also already informed how to sneeze properly. The Twitter portal also informs about the effects of improper littering and improper sneezing.

In the second dimension is influence, some portals can change people's life habits in the context of individuals and communities. But that question can only be asked to online media users. Researchers can only in-depth interviews and observations to informants when they get information about brushing their teeth, washing their hands, taking out the trash in their place and sneezing well.

The third dimension is motivating the health information of the portals that inform the health of brushing teeth, washing hands, sneezing and taking out the trash in its place, Twitter users have also applied it. And researchers have added observational involvement
to some information in applying healthy living habits for themselves and their families. The following table is descriptive research.

Table 1

Descriptive Research Results (Personal Health)

| No | Variable             | Dimensions | 4(+) | 3  | 2  | 1  |
|----|----------------------|------------|------|----|----|----|
| 1  | Health Communication | Inform     | 76%  | 9% | 2% | 13%|
| 2  |                      | Influence  | 71%  | 11%| 1% | 17%|
| 3  |                      | Motivate   | 77%  | 5% | 5% | 13%|

From Table 1, health information on toothbrushing and hand washing descriptively are already positive. The new media has already informed health information on Twitter and has become a private individual behavior. And there are still individuals who haven't reflected clean living habits after health information is on Twitter. When associated with research articles written by Aulia, Isnaini, and Khumairoh regarding pesantren-based environmental management, it is known that in protecting the environment, the boarding school makes a policy to develop environmental management by incorporating it into learning. This learning is also known as a hidden curriculum, which is inserting learning about environmental management in learning in the classroom and the lecture content of the religious teacher. Likewise learning about the importance of maintaining health, learning about health can be developed through the insertion of learning in the curriculum, especially in learning Islamic Education.

Then, related to the research article conducted by Setiawan regarding the use of Islamic figures in learning. In providing education about health, it is also necessary for Islamic leaders who focus on the health sector to increase their interest in learning and developing this healthy lifestyle. This can be done by introducing Islamic leaders who focus on the field of health in the learning of Islam. Because, based on this research, the introduction of Islamic figures can increase understanding of certain things.

In Islamic Religious Education to preserve healthy lifestyles can also be done by innovating in the approach of Islamic religious education itself. As the research conducted
by Said and Umachandran, that relevant facilities followed by technological developments can support education. This is because the education system continues to develop and change. To insert learning about healthy lifestyles in Islamic Religious Education, instruments that can support learning can be used, such as observation, drawing and descriptive notes, exploration, articulation, and direct communication with students.

Not only investment about the system, but it is also important to improve teacher quality. In research conducted by Abdussalam Anwar and Rachmat in the provision of the ability to translate the Koran for students who become prospective teachers of Islamic Education, it can be seen that the quality of teachers in learning is an important factor that supports learning success. Therefore, to provide the understanding and develop healthy lifestyles, it is also necessary to equip teachers with understanding to then insert learning about this healthy lifestyle in the Islamic Religious Education they teach.

Regarding the use of new media in the development of health communication, e-learning based learning media can also be used to help students understand the importance of a healthy lifestyle. As research conducted by Alimron regarding the implementation of e-learning in the learning process, this study shows that the majority of students do not experience difficulties in online learning. Therefore, to add to the medium of learning about this healthy lifestyle, online-based learning or e-learning can also be used.

The insertion of histories about Islamic figures focusing on the health sector can also be a choice in the development of health communication learning. As research conducted by Mushlihin on the analysis of Nurcholish Madjid who chose education over politics. From this research, we can know that the insertion of histories about Islamic figures is also able to help improve the understanding and development of learning in health.

Not only learning in theory but learning about health can also be done with practice, such as making direct visits to Islamic nuances where hygiene and health are maintained. As research conducted by Narulita, Suprasetio, and Humaidi, visits to Islamic nuanced tourist attractions can help in increasing understanding in learning Islamic Education, this is because each of these places usually has their own historical stories.

In addition to innovative learning tools, improving teacher quality, interest in learning for health can also be increased by increasing emotional intelligence, namely by developing active learning in Islamic Religious Education. As research conducted by
Mansir and Karim which states that the development of active learning can increase students 'emotional intelligence so that students' interest in learning can also increase.

Furthermore, learning can also be done by creating learning models in Islamic Religious Education regarding healthy lifestyles or health. Seeing from the research conducted by Hadiyanto, Samitri, and Ulfah regarding learning models, it can be seen that the development of learning models is important to do.

Table 2

| No | Variable | Dimensions | 4(+) | 3 | 2 | 1 |
|----|----------|------------|------|---|---|---|
| 1  | Behavior | Cognitive  | 65%  | 13% | 6% | 16% |
| 2  |         | Affective  | 76%  | 9%  | 12%| 3% |
| 3  |         | Conative   | 71%  | 18% | 10%| 1% |

Descriptive table 2 illustrates the health information about sneezing and throwing garbage in its place is very positive. Twitter portals are optimal in providing information to make a healthy living in the community better. When related to Aulia's research (2017) there is the socialization of environmental sustainability and the importance of greening is given to all female and female students, as well as STAI students Nurul Hakimpada in every halaqah recitation conducted three times a day which always includes these messages, including the issue of messages cleanliness and health.

Besides, Alimron (2019) explained that in the era of the e-learning industry was considered capable of helping the process of increasing employee competence and human resources. Thus, the qualifications and competencies of people in this digital era can find out digital usage and apply it. This shows that with the era of the e-learning industry, the public should be able to easily receive health information and apply it.

In Zahrah's research (2019), Muslim awareness as a buyer is very important for his health both physically and spiritually. The halal food industry in the era of 4.0 is very easy to manage halal food both process and sale through machine tools or artificial intelligence applications that make it easier for Muslims or non-Muslims to choose halal food when
ordering through social media. So that this can make the community healthier and should be able to dispose of garbage in its place after buying food.

On the other hand, Hadiyanto (2020) revealed the era of globalization which made the world a small village forcing world citizens to carry out intensive social and cultural interaction between them. On that basis, the socio-cultural development in a nation will be easily accessed and even affect other citizens of the world. Thus, the dissemination of information about health and disposing of trash in its place is indeed very easy to access and can be understood, and applied to everyday life.

![Diagram](image)

The results of the study prove that it is accepted, with discussion a motivating individual community greatly motivates the individual to live a healthy life. Information on brushing teeth and cleaning hands affects people's healthy living behavior. And Twitter portals have already informed the health of cleaning hands and brushing their teeth well. When associated with research conducted by Aulia, Isnaini, and Khumairoh (2017) regarding boarding school-based environmental management at Nurul Hakim Boarding School in Lombok NTB, it is known that the boarding school has a participatory-based curriculum by inviting its students to behave in a healthy life by carrying out environmental management life.

Then, relating to the research article conducted by Setiawan (2018) regarding the use of Islamic figures in learning. In providing education about healthy behavior, Islamic leaders in the health sector are also needed. By involving Islamic leaders in learning can improve healthy behavior for their students.
As in research conducted by Said (2018), it is known that Islamic education has carried out several relevant innovations to encourage each individual to behave healthily. Also, in developing the Islamic education system improvement was made in the quality of teachers, such as the research conducted by Abdussalam (2019). In that research, it was explained that in improving the quality of teachers by developing translation skills for the Qur'an. Besides, prospective teachers must also provide an understanding of healthy living for each individual.

Furthermore, research on the application of e-learning in the learning process in the PAI study program at the Raden Fatah State Islamic University in Palembang was conducted by Alimron (2019). In his research, it was explained that the lecturer began to use the e-learning system in each of his lessons especially to provide an understanding of healthy behavior to each student.

Not infrequently also, in every learning associated with the history, sociology, and anthropology such as research conducted by Mushlihin (2019). Because in Islamic education must be learned openly, especially in healthy behavior.

There needs to be an increase in emotional intelligence for students regarding healthy living behaviors, as in research conducted by Mansir (2020). The research explained that the development of the emotional intelligence of students is done by developing learning that is active in the understanding of healthy living behaviors.

Besides, an understanding of healthy living behavior must be applied in practice, one of which is by visiting religious tourism sites in DKI Jakarta, such as research conducted by Suprasetio (2019). Understanding healthy behavior can be done while maintaining the cleanliness of the mosque and keep maintaining cleanliness before performing worship.

Besides, it should also be noted that the food to be consumed as research conducted by Zahrah (2019). In his research explained that it is necessary to pay attention to the menu and content of halal food to be consumed, it aims to make each individual maintain healthy behavior.

Picture 2

Public Health

Inform $r: 0.77$
In the public health setting, it is accepted that the Twitter portal very often informs clean health information and disposes of trash in its place. Sneezing health information and disposing of trash in its place can also affect people's healthy behavior. And Twitter has motivated people in their healthy habits to behave cleanly and take out the trash in its place. When associated with Aulia's research (2017) STAI Nurul Hakim has socialization of environmental sustainability and the importance of greening is given to all female and female students, as well as students who are conducted three times a day which are always inserted these messages, including issues of hygiene and health.

On the other hand, Hadiyanto (2020) revealed that the era of globalization will make socio-cultural developments in a nation easily accessible and even affect other citizens of the world. Thus, with the spread of information on the Twitter portal which has very often informed clean health information and disposed of garbage in its place, it should be very efficient for the community.

Zahrah (2019) expressed Muslim awareness about his health is very important for physical or spiritual. The halal food industry in the 4.0 era can now easily choose halal food when ordering through social media. So that this can make the community healthier and should be able to dispose of garbage in its place after buying food.

Besides, Alimron (2019) also explained that in the era of the e-learning industry, it was considered capable of helping the process of increasing human resources. Thus, the qualifications and competencies of people in this digital era can find out digital usage and apply it. This shows that with the era of the e-learning industry, the public should be able to easily receive health information and apply it.

**Conclusion**

The results of this study are three dimensions of positive health communication. However, individual health units in urban society are well-reflected. However, in the community study, it is still in urban communities that awareness of disposing of garbage in its place is good. Therefore this research suggestion can be elaborated by using other
methods. So that the results of reality in research can be revealed and can be reflected in society.

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