

THE RELATIONSHIP OF HEALTH CONTENT ON TIKTOK ON HEALTHY LIVING BEHAVIORS AMONG YOUNG PEOPLE IN BIREUEN CITY

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Abstract

The development of information technology is changing the information consumption patterns of the younger generation, with TikTok becoming the most popular short video platform in Indonesia, with 194.37 million users by 2025. Health content on TikTok has the potential to influence healthy lifestyles post-COVID-19. The purpose of this study was to measure the relationship between health content on TikTok and healthy lifestyles among young people in Bireuen City. The research methodology used a cross-sectional study of 70 young people in Bireuen City. Chi-square analysis with a p-value <0.05 was used to determine the influence or significance of variables. The data analysis used SPSS 27.0. The results showed that the majority of respondents were female (58.6%), with 64.3% aged 21-25 years old, and 71.4% of respondents spent daily time using TikTok. Bivariate analysis found a significant relationship between gender and healthy lifestyle behaviors (p-value = 0.11), and a significant relationship between duration and healthy lifestyle behaviors (p-value = 0.003). TikTok content effectively increases health awareness through the FYP algorithm, especially among older adults and for longer durations. TikTok health content has a positive influence on healthy lifestyle behaviors, depending on digital literacy and content quality. Therefore, evidence-based educational strategies are needed to minimize risks.

Keywords: Health Content, TikTok, Healthy Lifestyle, Youth, Social Media

INTRODUCTION

With the rapid advancement of information technology, the information consumption patterns of the younger generation have changed. Social media is no longer just a means of entertainment but has transformed into a vital source of information for everyday life. Health-related information is also a necessity. TikTok, the fastest-growing short-form video platform, has become a favorite thanks to its For Your Page (FYP) algorithm, which delivers personalized and massive content. TikTok is the most widely used social media platform in Indonesia, with 194.37 million users as of July 2025, making it the country's number one social media platform globally. Young people aged 18-24 dominate the user base, accounting for 34.9%. Indonesians spend an average of 44 hours per month on the app. This technological era facilitates the dissemination of engaging short-form content, including health education (Data Loka, 2025). Health education content on TikTok has been shown to influence clean and healthy living behaviors, with an influence reaching 84% among followers of certain accounts aged 17-25. This trend has increased significantly, especially after the COVID-19 pandemic, when the platform became a source of preventative and healthy lifestyle information. However, challenges such as health misinformation dominate TikTok content compared to other platforms (Syifa, 2023).

Research conducted by Palma Juanta et al. (2025) found that social media platforms like TikTok shape Generation Z's perceptions of healthy lifestyles. They play a dual role as positive inspiration and a trigger for unhealthy behaviors through diet and physical activity trends. The influence of health educational content increases knowledge and awareness of healthy living among Generation Z. This research demonstrates a positive relationship between exposure to TikTok content and changes in healthy behavior. Young people are in a phase of identity development that is vulnerable to external influences. Exposure to extensive health content on TikTok has the potential to reconstruct their perceptions of what a "healthy life" means. This perception is no longer simply about being free from disease but is often associated with a certain body image or the consumption of trendy health products. A lack of digital literacy regarding this content can lead to a shift in the health paradigm that is counterproductive to the true

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goal of physical and mental well-being (Basch et al., 2022). Given TikTok's significant influence on the behavior of young audiences, an in-depth study is needed to determine the extent to which this content influences their cognitive constructs and perceptions. This research is important for mapping the psychosocial impact of technology on public health in the digital era, as well as being a foundation for developing more effective and accurate health education strategies for future generations.

RESEARCH METHOD

This study employed a quantitative approach using a cross-sectional design with 70 young people in the city of Bireun. Chi-square analysis with a p-value <0.05 was used to determine the influence or significance of variables. SPSS 27.0 was used for data analysis. This approach was chosen to measure the extent to which health content on social media is related to awareness of healthy lifestyle behaviors among young people in the city of Bireun. The respondents were young people still in school, at least high school or equivalent, and university students. These respondents were selected because, according to current Indonesian regulations, access to social media requires a minimum age of 16 years. Therefore, a sample of 70 young respondents was obtained using a purposive sampling technique. Respondents in this study had to meet certain criteria:

1. Aged 16-25
2. Actively using social media for at least 2 hours per day
3. Have sought health information through social media in the past 6 months
4. Unmarried. Young people focused on self-development and maintaining health.

RESEARCH RESULTS

Univariate Analysis

Tabel 1 : Frequency Distribution and Percentage of Research Respondent Characteristics

Characteristics	Category	Presentation (%)
Gender	Man	41.4
	Woman	58.6
Age	16-20	35.7
	21-25	64.3
Averages Duration of TikTok Users	<=2 Hours	28.6
	>2-4 Hours	71.4
Healthy Living Behaviours	Good	82.9
	Poor	17.1

Source : Primary Data (processed, 2026)

The data above shows that female TikTok users (58.6%) predominantly access information. Young people aged 21-25 (64.3%) are the most likely to access information on TikTok, followed by social media usage of more than 2-4 hours per day (71.4%). Furthermore, 82.9% of young people demonstrate healthy lifestyles, demonstrating positive behaviors in accessing information on TikTok.

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Bivariate Analysis

Tabel 2 : The Relationship Genders, Age, and Averages Duration of TikTok Users With Healthy Living Behaviours

Genders	Healthy Living Behaviours			p-value
	Poor	Good	Total	
Man	1 (8.3%)	28 (48.3%)	29 (41.4%)	0,11
Woman	11 (91.7%)	30 (51.7%)	41 (58.6%)	
Age				
16-20 Years Old	9 (75%)	16 (27.6%)	25 (35.7%)	0,006
21-25 Years Old	3 (25%)	42 (72.4%)	45 (64.3%)	
Averages Duration of TikTok Users				
<=2 Hours	8 (66,7%)	12 (20,7%)	20 (28.6%)	0,003
>2-4 Hours	4 (3.3%)	46 (79.3%)	50 (71.4%)	

Source : Primary Data (processed, 2026)

The results of this study consist of independent variables, namely gender, age, and duration of TikTok use among young people. The inclusion criteria were previously established in the research method above. The dependent variable in this study was the healthy lifestyle behavior of young people in the city of Bireun. The results showed a p-value for each variable associated with the dependent variable. The bivariate analysis used the chi-square test with a value of ≤ 0.05 , indicating a relationship between the independent and dependent variables.

DISCUSSION

The study results showed significant findings, namely that 82.9% of respondents had good healthy lifestyle behaviors. This result is in line with various recent studies that show that social media platforms, especially TikTok, serve as an effective source of health information for the younger generation due to their personalized algorithms, engaging short video formats, and easy access to information (Bintang Yudistira et al., 2024). The results of this study were found to be in line with research (Riyadi1 et al., 2025) which confirmed that health campaigns through social media have proven effective in raising awareness and encouraging changes in healthy lifestyle behaviors in students and adolescents. However, it should be noted that this influence is two-sided and must be understood, are:

- a. Positive Side: Creatively packaged health educational content on TikTok can increase the knowledge and motivation of young audiences to adopt a healthy lifestyle. The For Your Page (FYP) algorithm plays a significant role in the massive distribution of this content to relevant groups (Simoniga et al., 2024).
- b. Challenges: There is a risk of health disinformation, as excessive exposure to certain trends can shift perceptions of health in a counterproductive way. This shift in perception is an excessive focus on body image rather than overall physical health (Pebriani et al., 2024).

This study also revealed the variables that influence health content on young people's awareness of healthy lifestyles every day, are:

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User dominance and information access

Univariate analysis results showed that female respondents were more dominant in accessing health information (58.6%) than male respondents. This finding aligns with literature studies that show that women tend to have higher levels of health-seeking behavior on social media.

Furthermore, the 21-25 age group (64.3%) was the most active group consuming TikTok content. This indicates that young adults are in a developmental phase focused on self-development and independent health maintenance (Nadia, 2025).

The Influence of Age on Health Awareness

The chi-square test results show a strong relationship between age and healthy lifestyle behaviors (p-value = 0.006). The 21-25 age group demonstrated a significantly higher rate of healthy behaviors (72.4%) than the 16-20 age group (27.6%). This difference is likely due to digital literacy and emotional maturity. Younger adults (16-20) are often more susceptible to misinformation or counterproductive trends (such as extreme diets for body image). Conversely, older age groups have a better ability to verify data before adopting a behavior (Syifa, 2023).

The Relationship Between Duration of Use and Healthy Behaviors

One of the most significant findings in this study is the relationship between duration of TikTok use and healthy lifestyle behaviors (p-value = 0.003). Respondents with a daily usage duration of more than 2-4 hours tended to engage in healthy behaviors (79.3%) compared to those who used TikTok for less than 2 hours. This is supported by the concept of edutainment (educational entertainment), where the For Your Page (FYP) algorithm delivers massive and personalized content. Repeated exposure to this content can reconstruct young people's cognitive abilities regarding the importance of a healthy lifestyle (Laroche et al., 2020). Other research confirms that content packaged in an engaging manner by health influencers is more easily accepted by Gen Z than the sometimes rigid formal education model (Sari & Resdati, 2023).

CONCLUSION

While the study results show a significant positive impact (82.9% positive behavior), these findings should not overlook the risks. Massive exposure to health content can sometimes trigger a paradigm shift, where health is often narrowly associated with body image or the consumption of trendy products. Therefore, the success of social media's influence on healthy lifestyle behaviors depends heavily on the digital literacy skills of the younger generation in filtering information and the role of health creators in providing accurate, evidence-based information.

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