

The Use of Print and Electronic Media in Health Promotion Learning: Literature Review

Puji Astuti

Sekolah Tinggi Ilmu Kesehatan Bina Husada, Indonesia

Email: astuti_fuji22@yahoo.com

Keywords:

Print Media, Electronic Media,
Health Promotion.

Abstract: The Fourth Industrial Revolution is a condition in the 21st century when there are massive changes in various fields through the combination of technologies. The education sector has also been exposed to the influence of technological digitalization which has brought positive and negative influences. Dalam dunia pendidikan, learning media is an inseparable part and it is an integration of the learning methods used. This study aims to describe the role of print media and electronic media in health promotion learning. The research method used was qualitative and data collection was carried out by literature study. Results of research on the use of media in the learning process can improve the quality and learning outcomes and is determined by the ability of the teacher to choose the media to be used. Some considerations that need to be made to choose media in learning are; consideration of students or goals, consideration of learning objectives, consideration of learning strategy, consideration of ability in designing and using media, consideration of cost, consideration of facilities and infrastructure, and consideration of efficiency and effectiveness. It is suggested that the promotion carried out is adjusted to the target, for which the health promotion carried out must pay attention to various situations/places/settings considering the level of health promotion targets, namely primary, secondary, and tertiary targets.

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INTRODUCTION

The use and utilization of media as a learning tool has long been implemented by the community, especially among educational academics, since humans have carried out learning processes and activities. The existence of learning media in the world of education, learning media is a part that plays an important role that cannot be separated and is already an integration of the learning methods used by educators. Learning media is one of the dynamic elements in learning and its position has an important role because it can help present information more accurately, clearly and attractively to students.

The rapid development of information and communication technology has had a significant impact on the world of education in Indonesia, especially in the 21st century (Rahayu et al., 2022).

Along with the advancement of technology in the industrial era 4.0, digital technology can have a negative impact on the world of education if its use and utilization are not appropriate

and not on target. Therefore, it is important for an educator to understand the principles and factors that influence the effectiveness of digital technology in learning is something that is very important for an educator.

The development of technology in education provides a forum for the world of education to always and continuously adjust technological developments to improve the quality of education. Effective learning activities require media that support the absorption of as much information as possible. Along with the development of the era, information technology plays an important role as a means to obtain as many sources of information as possible related to the material being taught (Anggraeni et al., 2023).

The use and utilization of learning media as one of the alternative efforts to improve the quality of the learning process which can ultimately improve the quality of student learning outcomes. This will have an effect if the selection or design is right on target and in accordance with the expected goals. In the learning process, media plays a role in bridging the process of delivering and sending messages and information. By using media and technology, the process of delivering messages and information between the sender and recipient can take place effectively (Pribadi, 2017).

The diversity of media containing information and knowledge is generally used with the aim of making the learning process more effective and efficient. Print and electronic media in their use need to consider their ease of use for users and target recipients to be accessed such as by students without any limitations regarding where and when they can be used. Various forms of critical communication, including spoken language, written communication, communication that occurs through print or electronic media. This allows educators and learners to create various types of designs, such as print media advertisements, electronic media advertisements, posters, brochures, presentations, infographics, and more, without having to have high design skills (Idawati et al., 2022).

Print and electronic learning media generally have the same goal, namely to improve the quality of student learning and have implications for optimal learning outcomes obtained by students. Many studies have been conducted on which learning media are most appropriate for certain purposes, and the results of the study show that not every teaching media can be used to achieve teaching goals. In learning, the use of learning media is also very useful for delivering effective, interesting and efficient material (Antoni, 2023).

Based on research conducted by Merlyn in 2017, it was stated that there was a difference in student learning outcomes using print media with electronic media (Widalismana & Lestari, 2017). Research conducted by P. Fanny showed that there was no difference in the effectiveness of using print media and electronic media on increasing student knowledge (Putu Fany et al., 2014). Zulkarnain's research that the group that received counseling with flipchat media experienced an increase in attitude of 91.66%, while in the group that received counseling with VCD playback media, all respondents 100% experienced an increase in attitude.

From the description and results of the study, the formulation of the problem in this study is how is the use of print and electronic media in health promotion? Based on several problems stated above, this study is intended to obtain an overview of the use of print and electronic media in health promotion.

METHOD

The search for answers in the study used a qualitative descriptive method related to the role of print media and electronic media in health promotion learning. Literature studies from various article studies were used as data collection instruments. The data analysis technique used in this study was the content analysis method (Content Analysis) including data collection, data reduction, data presentation, and drawing conclusions. The data sources used as the material for this study were books, journals and internet sites related to the title and topic of the research that had been selected.

RESULT AND DISCUSSION

Based on several articles collected, 5 (five) journal articles were selected as the basis for the review and are presented in Table 1.

Table 1. Relevant Research Results

| No | Article Title | Researcher Name | Years | Findings |
|----|--|--|-------|--|
| 1 | Relationship between Print and Electronic Media Exposure and the Level of Knowledge of Dengue Hemorrhagic Fever (DHF) Prevention in the Tarogong Health Center Working Area. | Elang M. Atoilah, Andhika Lungguh Perceka, dan Reren Reni Rahayu (Elang M. Atoilah et al., 2024)]. | 2024 | The P-Value value was obtained = 0.029, so there is a significant relationship between exposure to print and electronic media with the level of knowledge of dengue fever prevention |
| 2 | Effectiveness of Health Promotion Media in Adolescent Health Services: Literature Review | Sayyidah Maryam (Sayyidah Maryam, 2024). | 2024 | The results of this study indicate that the effectiveness of health promotion media in the context of educating adolescents can increase adolescent awareness of the importance of the information received. |
| 3 | Literature Review: Effectiveness of Health Promotion Media on Nutritional Knowledge of School Children in Indonesia | Rengga Hamzah Maulana (Maulana, 2022)]. | 2022 | Research Results: Effective reading media for health promotion are pocket books/booklets/comics, while demonstration media for health promotion are audio-visual media and picture card games. Conclusion: Promotional media that are designed as attractively as possible according to the age stage of children playing make it easier for school children to receive health messages. |

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| 4 | Comparison of the Effectiveness of Health Education Between Print Media and Electronic Media on Nausea and Vomiting in Pregnant Women | Tri Nur Jayanti, Yanti Hermayanti, Tetti Solehati (Tri Nur Jayanti, Yanti Hermayanti, 2021)]. | 2021 | That health education using print and electronic media can increase knowledge and behavior and reduce the level of nausea and vomiting in pregnant women, but there is no significant difference between health education using print and electronic media. |
| 5 | The Role of Health Promotion Media on the Interest of Women of Childbearing Age (WUS) in Conducting Early Detection of Cervical Cancer with the IVA Test Method | Dinni Randayani Lubis, Mella Yuria RA, Anggi Dwi Putri (Dinni Randayani Lubis, Mella Yuria RA, 2021). | 2021 | The purpose of the study was to determine the role of health promotion media in influencing the interest of WUS to do the IVA test. The type of research is descriptive analytic using a cross-sectional approach. The results of this study obtained health promotion media through print, electronic media and through health workers can influence the interest of WUS in doing the IVA test. |

The results of the literature review in this study used 5 (five) articles related to the time span of 2021-2024 that used health promotion media, that in carrying out health promotion it is very important to pay attention to the target first, such as the situation and place where the promotion is carried out. In addition, in carrying out health promotion, it is necessary to consider various aspects related to the success and achievement of promotional goals.

When choosing health promotion media, it is important to consider several things such as cultural and language factors, preparing the right media with interesting content, collaborating with health experts and local community members, and utilizing technology to increase the effectiveness of the health promotion carried out.

The use of digital technology in learning opens the door to active learning experiences, building knowledge, encouraging problem-solving skills, and exploring knowledge more deeply for students. More than just a tool for conveying information, digital technology creates a learning space that connects teachers and students from various physical locations (Putra & Pratama, 2023).

Technology in learning has been conceptually proven to contribute to teaching and learning activities in the form of knowledge of solving learning problems, providing professional staff who can inspire learners to learn, various learning resources, and the latest information needs that can be accessed quickly (Darma & Putu, 2015).

According to the results of Anam's research, the use of technology-based or digital learning media helps to enliven the atmosphere in the classroom so that active communication and discussion occur, makes it easier for teachers to convey material and is also easy for students to understand, and provides a more interesting learning dimension so that learning is more effective and efficient (Anam et al., 2021).

The role of learning media is needed as a means of supporting the learning process both

in the form of print media and electronic media. Print media are newspapers, magazines, leaflets and especially books. Print media here is more directed at the field of communication related to the dissemination of information to meet the needs of the community or the masses" (Yaumi, 2018).

While electronic media are videos, books, internet-based mobile phones or computers and a set of learning media that combine various media (multimedia).

The advantages of print media include being able to be read many times if stored, making someone think more specifically about the contents of the writing, being collectible, being quite affordable, being able to explain complex things better. Meanwhile, the disadvantages of print media itself include being slow in providing information, because it is necessary to wait for the printing and distribution process before disseminating the information, not being able to disseminate information directly, only being able to display writing or images, visual effects are only in the form of images, production costs are quite expensive because they need to be printed and sent before reaching the reader.

While electronic media is a tool made using electronic principles. So it can be said that electronic media is all media equipment that uses electromechanical energy for users to access its content. A simpler definition of electronic-based media is a series of information or data that is created or designed, distributed, and accessed using electronic forms.

The role of media in health promotion as message channel and as a messenger, as well as a learning media in certain conditions that can replace teachers or educators in delivering learning information to students. Media that is designed and developed and designed well and appropriately according to the needs of the target, will be able to function to replace the role of education personnel and teachers. The media can be played by the media even without the presence of teachers. Health promotion activities, such as counseling, training, mentoring, and health education really need the existence of media, both printed and electronic media. By using these media, the messages conveyed will be more interesting and easy to understand, so that the target can study the message until they understand it and are able to decide to adopt it by behaving positively towards health.

CONCLUSION

The existence of accurate, precise, and up-to-date information is increasingly needed by students and the community with the development and progress of information technology, especially in the health sector. which is very rapid. The variety of media today will be very helpful in bridging the process of delivering messages and information. The selection of media use in the learning process will affect the results and quality of learning.

Based on the results of this research study, the use and utilization of media in the learning process can improve the quality and learning outcomes. The ability of teachers to choose and utilize the media to be used also determines the success and quality of the learning itself. Some considerations that need to be made to choose media in learning are; considerations of students or targets, learning objectives, learning strategies, paying attention to the ability to compile and design and use media, costs, facilities and infrastructure, and considering its efficiency and effectiveness.

The suggestion that can be conveyed is that the promotion carried out is adjusted to the target, for that health promotion carried out must pay attention to various situations, places, and

settings considering the targets of health promotion, namely primary, secondary, and tertiary targets.

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