

## Factors That Influenced A Generation Z In Search Of Health Information On The Internet

<sup>1</sup>Ice Marini, <sup>2</sup>Koniasari

<sup>1,2</sup>Fakultas Ilmu Kesehatan, Universitas Medika Suherman, Bekasi, Indonesia

---

### ARTICLE INFO

**Keywords:**  
health information,  
generation z, internet

---

Email :  
icemarini@gmail.com  
niarobani04@gmail.com

---

### ABSTRACT

Generation Z is a transitional generation from the previous generation and is also known as iGeneration, the net generation or internet generation. The age group of 18 – 24 years is the highest group in the use of online services with a minimum access of 1 time per month compared to other age groups. Research on adolescent sexual behavior (JHCCO-UGM in 2017) states that adolescents aged 15-19 years seek information about health from peers and the internet. The purpose of this study is to determine the factors that influence Generation Z in seeking health information through the internet. This study used a cross sectional study design with a total sample of 84 people and taken by accidental sampling. Data was collected by distributing questionnaires, the data were analyzed descriptively and used chi-square test. The results of the bivariate study showed that there was no relationship between gender ( $p=0.463$ ), age ( $p=1,000$ ) with searching health information via the internet, but there was a relationship between internet use ( $p=0.000$ ), attitude ( $p=0.030$ ) and knowledge ( $p= 0.000$ ). The results of the multivariate test showed that knowledge had the most significant relationship with searching health information via the internet. There is a need for socialization to generation Z regarding health information and internet safety so that they can be more precise in using the internet as a medium for health information

---

Copyright © 2023 Eduhealth Journal. All rights reserved is Licensed under a [Creative Commons Attribution- NonCommercial 4.0 International License \(CC BY-NC4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

### 1. INTRODUCTION

Currently, internet usage in the world has increased, with more than 4.5 billion people having accessed the internet and 3.8 billion of them using social media. The average use of d in the world is 6 hours 43 minutes/day, while in Indonesia the average internet usage is 7 hours 59 minutes. In terms of the use of social media, Indonesia is the 5th largest in terms of time allocation, which is 3 hours 26 minutes per day.[1]

The diversity of media created today is due to the existence of technology and the shift from the availability of media which was rarely accessed in the past to the current situation, access to abundant media can be done easily. Today's media is not only in terms of various numbers but also the choice of using media through its types such as print, audio, visual, audio visual, to online. The process of delivering messages through the media is also undergoing changes at this time. So far the media has been the center of information and information is given one way, but now the media has become more interactive. Readers or audiences are no longer just objects exposed to information, but become more active because technology causes interactions in the media to occur.[2]

The media in health communication has the power of persuasion or influence that can give a message. This really depends on what media the communicator chooses in transferring messages or health information. Media can be in the form of sensory media and media that can be created by humans. In health communication media plays a role as a medium for health promotion and counseling. The definition of health communication is all means or efforts to display information messages conveyed by communicators so that they can increase knowledge which in turn can change behavior towards positive health. [3]

Generation Z is a transitional generation from the previous generation, generation Z is also called iGeneration, the net generation or the internet generation. The generation that is able to apply all activities at one time such as tweeting using a cellphone, browsing with a PC and listening to music

*Factors That Influenced A Generation Z In Search Of Health Information On The Internet. Ice Marini, et al*

using a headset. Generation Z in developed countries has several problems such as increasing trends in sleep deprivation, being overweight and suffering from a negative body image, experiencing depression and being prone to self-harm, adolescent girls are more likely to experience depression and self-harm than boys. [4]

Generation Z can be explained that today's children already have the expertise and are accustomed to the life of modern gadgets and technology. Since they were small, they have used gadgets, communicated with gadgets, so it can be said that they cannot be separated from gadgets. In this situation, even parents also learn from their children in the use of these gadgets because their children are more aware of the use of these gadgets.[5]

Data from the Ministry of Women and Child Protection in 2017 shows that the population of Generation Z ranks second at 29.23% after the millennial generation. Generation Z is an instant-paced generation and is very familiar with technology [6]. Based on sources of information and counseling for adolescents aged 15-24 years (SDKI 2017) as many as 39% of male adolescents and 32% of female adolescents do not remember/do not know where to find sources of health information, however research on adolescent sexual behavior (JHCCO-UGM in 2017) states adolescents aged 15-19 years looking for information on their peers and the internet. [4]

Research from Riyodina state that generation Z has not fully understood the function, content of media messages, and the negative impacts caused by using social media [7] Research from Corey et al (2018), states that behavior in seeking health information, which is usually known as gathering health information, is influenced by several factors, namely the need to seek information such as the emergence of concerns about certain health conditions, risks or benefits related to health and interest in later findings. covered by the media.[8]

Generation Z is a generation that is very close to technology, they are used to being close to technology in their daily lives. This generation also has the goal of seeking general information or related to conditions or anything they want to know. In health communication there are various kinds of media to convey messages, internet media is one of the most widely used today. For this reason, researchers want to know what factors influence Generation Z in seeking health information through the internet.

## 2. METHOD

This research is a quantitative research using a cross sectional study design. This research was conducted in Cikarang Bekasi. The population in this study was Generation Z, with an unknown population. The sample in this study was Generation Z born in 1995 to 2010. From the formula, a minimum sample of 84 people was obtained [9] The variables of this study consisted of independent variables and dependent variables. The independent variables are characteristics, internet usage, attitude, knowledge, support. The dependent variable is seeking for health information on the internet.

Research instrument used is a questionnaire. The collection was carried out by research enumerators by distributing questionnaires through the google form, this was done because the research was carried out during a pandemic, so it was not possible to meet respondents. The sampling technique used is accidental sampling, where the selection of the sampling unit is based on the considerations and assessments of the researcher. The procedure is to select a sample of people or units that are easy to find or access. The data were statistically analyzed in three stages, namely univariate, bivariate and multivariate analysis. Bivariate analysis using chi-square test and multivariate analysis using multiple logistic regression [10]

## 3. RESULTS AND DISCUSSION

The results (Table 1) showed that most of the respondents (89.3%) were female. And most (78.6%) of respondents are under 20 years old. Most (70.2%) of respondents have accessed the internet to seek health information. Less than half (46.4%) of respondents often access the internet to find health information. More than half of respondents' knowledge (53.6%) is still in the poor category. More than half (56%) of respondents have a negative attitude towards health information on the internet. More than half (53.6%) of respondents have good support in using the internet to access health information.

Table 1. Distribution of respondents based on research variables

No	Variable	Category	n	%
1	Accessing health information	No	25	29.8
		Yes	59	70.2
2	Gender	Male	9	10.7
		Female	75	89.3
3	Age	< 20 years old	66	78.6
		≥ 20 years old	18	21.4
4	The intensity of internet use	Rarely	45	53.6
		Often	39	46.4
5	Knowledge	Poor	45	53.6
		Good	39	46.4
6	Attitude	Negatif	47	56.0
		Positif	37	44.0
7	Support	Unsupported	39	46.4
		Supported	45	53.6

Table 2. Bivariate Analysis Between Independent Variables and Dependent Variables

Variabel Independen	Accessing Health Information		Total n	OR (95% CI)	P Value
	No n(%)	Yes n(%)			
<b>The intensity internet of use</b>					
Rarely	25 (55.6%)	20 (44.4%)	45	12.333	0.000 (3.306-46.014)
Often	0 (0%)	39 (100%)	39		
<b>Attitude</b>					
Negatif	19 (40.4%)	28 (59.6%)	47	3.505	0.030 (1.226-10.024)
Positif	6 (16.2%)	31 (83.8%)	37		
<b>Knowledge</b>					
Poor	23 (51.1%)	22 (48.9%)	45	19.341	0.000 (4.154-90.059)
Good	2 (5,1%)	37 (94.9%)	39		
<b>Support</b>					
unsupported	19 (48.7%)	20 (51.3%)	39	6.175	0.001 (2.130-17.902)
Supported	6 (13.3%)	39 (86.7%)	45		

The results of the Chi-Square test showed that there was no relationship between sex ( $p=0.463$ ), age ( $p=1,000$ ) with accessing health information via the internet, but there was a relationship between internet use ( $p=0.000$ , attitude ( $p=0.030$ ) and knowledge ( $p=0.030$ ). = 0.000). The multivariate results show that the variables that are significantly related to the behavior of accessing health information on the internet are the variables of internet use and knowledge. The results of the analysis show that the most dominant variable related to the behavior of accessing health information on the internet is knowledge with an OR value of 10.119. Respondents Those with good knowledge will 10 times access health information on the internet.

The results of the study of accessing health information on the internet for 84 respondents showed that most of the respondents (70.2%) had searched for health information on the internet. Lutfiyah nur's 2018 research stated that there were 68.3% of respondents who claimed to have used the internet to look for health information [11] This is because generation Z is now easily looking for various information and answers to several problems. If they want to know how to become an aviator all the steps can be searched on the gadget. Many life problems have examples and answers on Google. Syecha's research (2016) shows that more than a third (37.6%) of Generation Z respondents obtain health information from the internet and their families. [12]

More than two-thirds of respondents both aged <20 years and 20 years have accessed the internet to seek health information. In line with Rosini's research (2018) in the use of social media to search for

health information, there are two large groups who do this, one of which is the 15-19 year age group of 15.1%. (13)

There is a relationship ( $p < 0.05$ ) between the frequency of internet use and internet access for health information, where all (100%) respondents who frequently use the internet also access health information, while more than half of respondents who rarely use the internet never access health information using the internet.

Based on the results of the study, it can be seen that the majority (83.8%) of respondents who have accessed health information through the internet have a positive attitude. Kwan et al (2019) describe that students seek health information through the internet and 70-93% of respondents trust what is obtained from sources on the internet [13] Based on the theory, according to Newcomb, a researcher, a social psychologist, states that attitude is a readiness or willingness to act and is not the implementation of certain motives.

On the support variable, the results show that most (86.7%) respondents have good support for accessing health information. This is in line with Syecha's research (2016) where most (77.4%) of the respondents have a fairly good level of access to health information. [12]

The results showed that less than half (46.4%) of respondents often access the internet to find health information. This is in line with Nur's 2018 research which stated that many respondents (52.4%) thought that health information on the internet could not help them. more than half of respondents' knowledge (53.6%) is still in the poor category. more than half (56%) of respondents have a negative attitude towards health information on the internet. more than half (53.6%) of respondents have good support in using the internet to access health information.

A study (Farmer, 2021) states that knowledge affects strategies in finding health information on the internet. Knowledge according to Notoatmodjo (2010) is the result of human sensing, or the result of someone knowing about objects through their senses (eyes, nose, ears, and so on). Attention and perception of objects greatly affects the time of sensing to produce knowledge. Knowledge can be obtained largely through the sense of hearing (ears), and the sense of sight (eyes). A person's knowledge of objects has intensity or level. In the study [14] the results were that the media was one of the sources of information for adolescents to obtain health information. A study (Julianti, 2019) found that information sources have a big impact on adolescents regarding health, adolescent curiosity encourages them to seek information from various sources such as mass media.

According to Setiawan et al., (2019) adolescents have their own perceptions related to the health sector. Regarding the health information decision-making process, adolescents deliberately seek information to find solutions and find solutions. In a study it was stated that discomfort in adolescents can be an anxiety (Rahmat, 2019). They prefer interpersonal interactions and want information from service providers. On the other hand, health professionals sometimes ignore the social and emotional consequences of adolescent health problems, which prompts adolescents to turn to peers and the internet for advice.

Farmer's 2021 research also states that adolescents tend to prefer informally seeking information from friends and family; Next in preference are formal school-based sources. Both sources are generally preferred over the Internet [15] Interestingly, at the same time that school-based sex education is being provided less frequently, internet use by adolescents is increasing (Jones & Biddlecom, 2011); however, adolescents often question the reliability of online information about sexual health. [15]

#### 4. CONCLUSION

The conclusion of this study is that most of the respondents have accessed the internet to find health information. Knowledge is the most dominant factor related to the behavior of seeking health information on the internet. In accordance with the hypothesis of this study that generation Z is looking for health information through the internet. This is also a concern when Generation Z accesses the internet if they find information that is not appropriate but becomes material for their knowledge. The need for support from schools and also from parents at home as supervision in using the internet, especially those related to health.

#### REFERENCES

[1] Simon, "Digital 2020: 3.8 billion people use social media - We Are Social," 2020.

*Factors That Influenced A Generation Z In Search Of Health Information On The Internet. Ice Marini, et al*

- <https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media> (accessed Jul. 10, 2021).
- [2] R. Nasrullah, *Teori dan Riset Media Siber (cybermedia)*. Kencana, 2016.
  - [3] J. F. Kunoli and A. Herman, *Pengantar Komunikasi Kesehatan*. In Media, 2013.
  - [4] Direktorat Bina Ketahanan Remaja BKKBN, “Problematika Kesehatan Reproduksi Generasi Z,” vol. 53, no. 9, 2019, pp. 1689–1699.
  - [5] P. Suparno, *Orang Tua Diskretif Di Era Generasi Z*. PT Kanisius, 2020.
  - [6] I. Budiati *et al.*, “Millennials Generation Profile in Indonesia,” pp. 1–153, 2018, [Online]. Available: [www.freepik.com](http://www.freepik.com).
  - [7] R. G. Pratikto and S. Kristanty, “literasi media digital generasi Z,” pp. 1–28.
  - [8] C. H. Basch, S. A. MacLean, R. A. Romero, and D. Ethan, “Health Information Seeking Behavior Among College Students,” *J. Community Health*, vol. 43, no. 6, pp. 1094–1099, 2018, doi: 10.1007/s10900-018-0526-9.
  - [9] L. S. Arif, “Hubungan Pencarian Informasi Kesehatan di Internet dengan Kecemasan pada Mahasiswa Informatika UNS,” 2015.
  - [10] S. Notoatmodjo, *Metodologi Penelitian Kesehatan*. Jakarta: Rineka Cipta, 2010.
  - [11] L. Nur, “Gambaran Penggunaan Internet Dalam Mencari Informasi Kesehatan Pada Siswa Sekolah Menengah Pertama (Smp) X,” *J. PROMKES*, vol. 6, no. 2, p. 188, 2018, doi: 10.20473/jpk.v6.i2.2018.188-200.
  - [12] P. N. SYECHA, “Hubungan Akses Informasi Kesehatan Dengan Health Literacy Mahasiswa Universitas Dian Nuswantoro Semarang,” 2016.
  - [13] G. Kwan, J. A. Shaw, L. Murnane, and L. Kwan, G., Shaw, J. A., & Murnane, “Internet usage within healthcare: How college students use the Internet to obtain health information.,” *J. Consum. Heal. Internet*, 23(4), 366-377., vol. 23, no. 4, pp. 366–377, 2019, doi: 10.1080/15398285.2019.1681247.
  - [14] K. Koniasari, “FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN PENGETAHUAN REMAJA TENTANG HIV/AIDS DI SMKN 1 CIKARANG BARAT TAHUN 2018,” *J. Ilm. Kesehat. Med. drg. Suherman*, vol. 1, no. 1, Dec. 2019, Accessed: Jan. 16, 2022. [Online]. Available: <https://jurnal.medikasuherman.ac.id/imds/index.php/kesehatan/article/view/13>.
  - [15] L. S. J. Farmer, “Issues in Teen Technology Use to Find Health Information,” *IASL Annu. Conf. Proc.*, 2021, doi: 10.29173/iasl7812.