Framing of Health Communication on Content Islamic Religious Education in New Media

K. Y. S. Putri
Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial, Universitas Negeri Jakarta
kinkinsubarsa@unj.ac.id

Zulhamri Bin Abdullah
Communication Departement, Bahasa Moden dan Komunikasi, Universiti Putra Malaysia,
zulhamri@upm.edu.my

Dini Safitri
Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial, Universitas Negeri Jakarta
dinisafitri@unj.ac.id

Lipur Sugiyanta
Program Studi Sistem dan Teknologi Informasi, Fakultas Teknik, Universitas Negeri Jakarta,
lipurs@unj.ac.id

Angelita Kania Ramdan
Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial, Universitas Negeri Jakarta
angelitakaniaramdan_1410618028@mhs.unj.ac.id

Abstrak

Komunikasi kesehatan diperlukan masyarakat Indonesia. Pendidikan agama Islam bisa memfasilitasi semua bentuk kesehatan bagi umat manusia. Penelitian ini menggunakan objek media baru yaitu twitter media nasional yang berisi informasi kesehatan tahun 2019. Peneliti ini meninjau bagaimana framing komunikasi kesehatan dalam pendidikan agama Islam di media baru. Dengan tujuan penelitian untuk mengetahui framing komunikasi kesehatan dalam pendidikan agama Islam di media baru. Metode yang digunakan dalam penelitian ini yaitu kuantitatif dengan menyebarkan kuesioner kepada 367 responden di Padang, Bali dan Medan. Unit analisis adalah individu dan komunitas pengguna Twitter kesehatan mengenai menggosok gigi dan mencuci tangan. Validitas dan reliabilitas kedua variable melebihi batas minimum sehingga dapat dilanjutkan dalam penelitian berikutnya. Hasil penelitian ini yaitu semua dimensi isi berita kesehatan dan perilaku kesehatan adalah positif. Regresi sederhana isi berita kesehatan dalam pendidikan agama Islam terhadap perilaku kesehatan berpengaruh kuat. Hipotesis alternatif dapat diterima dan hipotesis nol ditolak dalam penelitian ini. Isi berita kesehatan di Twitter dapat mempengaruhi pengaruh dan memotivasi perilaku sehat dalam individu. Kesimpulan dalam penelitian yaitu adanya media dan pendidikan agama Islam yang bersinergi dalam perilaku kesehatan masyarakat sesuai ajaran agama Islam.

Kata Kunci: komunikasi kesehatan, literasi media, media baru

Abstract

Health communication is needed by the Indonesian people. Islamic religious education greatly facilitates all forms of health for humanity. This study uses a new media, namely the national media twitter which contains health information in 2019. This

researcher uses health communication framing in Islamic religious education in new media. With the aim of research to find out the framework of health communication in Islamic religious education in new media. The method used in this research is quantitative using a questionnaire for 367 respondents in Padang, Bali, and Medan. The unit of analysis is the individual and community Twitter health users about brushing their teeth and carrying hands. The validity and reliability of the two variables exceed the minimum so that they can be obtained in future studies. The results of this study are all dimensions of health news and health behavior is positive. A simple regression of health news content in Islamic religious education towards strong health behaviors. Alternative hypotheses can be accepted and the null hypothesis is rejected in this study. The health news content on Twitter can influence motivation and motivate healthy behavior in individuals. The conclusion of the research is the existence of media and Islamic religious education that synergizes in public health education following the Islamic religion.

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).

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 in 2020 conducted by Al-Samydai, Qrimea, Yousif, Al-Samydai, and Aldin regarding the effect of social media on consumer behavior in choosing herbal cosmetics states that in the health context, social media has a role as a health campaign tool that provides information translation regarding herbal cosmetics in terms of increasing awareness about the safety of the product as well as the reasons for choosing herbal cosmetic products over nonherbal ones. When viewed from the context of social media in terms of health, social media can be a media that can help raise awareness and help provide information to users about health (Al-samydai et al., 2020).

Then, research conducted by Schillinger, Chittamuru, and Ramirez in 2020 on the role of social media in public health focused on features on social media that are now able to spread content about health with a wider range with an attractive appearance. Social media can display content about public health in a form that is more interesting, innovative, creative, and more practical. From the display of this innovative content, social media can attract the attention of its users to get to know about the content distributed, in this case, is about public health. Therefore, social media is considered able to increase users' knowledge about public health from these advantages (Schillinger and Chittamuru, 2020).

Furthermore, research on public health in the era of social media conducted by Abroms found that in this era of social media, social media became one of the instruments forming modern life with easy access to information from existing features. Social media can display interesting content, so users are interested in reading. In the context of public health, through social media, public health information is packaged attractively and has a significant role in terms of disseminating information about public health.

Research conducted by Pulido, Eugenio, Sama, and Carballido in 2020 focusing on how social media can overcome the spread of misinformation about health found that easy access to information possessed by social media makes social media capable of becoming media that can also spread information- false or even false information. However, this can be overcome by opening up a discussion room on social media, so that its users can exchange information about the health issues being discussed. Therefore, the spread of misinformation and false information about health can be overcome by the open discussion space of its users. Moreover, social media users may come from health professionals, so they can provide further explanation about the health issues being discussed and overcome misinformation that has already been spread (Pulido et al., 2020).

Furthermore, research on the use of social media and analysis of public opinion related to COVID-19 in China conducted by Han, Wang, Zhang, and Wang in 2020 stated that the government in China approached its people about COVID-19 and appeals that wanted to be delivered using social media as one of the media considered capable of disseminating information with a practical and broad reach. It is proven that in this COVID-19 emergency, social media can assist the government in spreading information about the importance of protecting themselves at home, providing assistance, and giving donations to the public (Han et al., 2020).

Then research on content analysis on the use of Facebook's social media by the Ministry of Health in Malaysia in the dissemination of information about health conducted by Rahim, Ibrahim, Salim, and Ariffin in 2019 states that content about the health that is spread through Facebook's social media can spread messages precisely time because social media can engage the public by changing public perceptions and changing behaviors that encourage the public to take action (Rahim et al., 2019).

Research conducted by Nurdin in 2017 on the use of the internet in the context of Islamic studies states that in Islamic studies, Muslim researchers can conduct online research because many benefits can be obtained from this online research, namely variations in types and diverse data, scalability of informants, less time and cost, and risk reduction when a study is conducted. Then, online research can produce more validity and more reliable data. Also, online space can become a new research foundation to improve the integrity, because more data from various sources and environments are available (Nurdin, 2017).

Then, research conducted by Ahmad in 2015 on educational practices that can be learned from madrassas and religious schools in contemporary Southeast Asia found that in the context of Islamic learning practices, madrasas and religious schools are a medium in maintaining the traditions and culture of Islam itself. Through the curriculum and teaching methods of these madrassas or religious schools, the Islamic education implemented helps students to be better prepared to deal with external life that can revive Islamic civilization (Arsad et al., 2020).

Research conducted by Sa'adi regarding the development of higher Islamic education in Indonesia in 2011 stated that currently, Islamic Higher Education (PTAI) must be supported by other sciences such as psychology, philosophy, comparative religion, sociology, anthropology, English, etc. Thus, the study of Islam can be developed and relevant because it is supported by other sciences (Adawiyah et al., 2019).

Furthermore, research conducted by Rahmwati, Yahiji, Mahfud, Alfin, and Koiri in 2018 that focused on how to become a good Muslim through the application of Chinese methods through Islamic education and media literacy found that in the context of Islamic education, Islamic education this is a medium of strategy to instill the value of goodness as a good Muslim. This Islamic education can be obtained from kindergarten, elementary school, to boarding schools. Through this Islamic education, Muslim children can be formed based on Islamic perspectives and build tolerance and togetherness. Media literacy itself is how the media can meet the information needs of adherents of Islam about Islam itself

through media that have Islamic ideology. Readers who are Muslim must understand that there are two categories of journalism in the media, namely prophetic and provocative. This can help the reader to be better able to sort out the information obtained. This internet media helps disseminate information on ways to become a good Islam and also about Islamic religious education. However, in reading news about Islam in the media, the reader must be critical and not easily believe the information presented.

Research Method

The research method used in this study is quantitative. Quantitative research is research that explains research hypotheses that can be proven following hypotheses predicted by researchers. This type of research used in this study is survey research in which data will be taken from a predetermined sample. Then the data is studied and taken conclusions from the relationships between variables that are relevant in the research process conducted.

This research was conducted by agreeing to the questionnaire to 367 respondents with research areas in Padang, Bali, and Medan with respondents whose criteria were determined. Information on Twitter that is the object of research is information about health about brushing teeth and bringing hands at the request of individuals. And what about the community about health information and taking out the trash.

The validity of the media content variable about health in the perspective of Islamic religious education has KMO = .895 with Sign = .000 and healthy behavior variable Twitter account has KMO = .821 with Sign = .000. In reliability the variable X has r = .832 and the variable Y has r = .789. so that a simple regression analysis of this research can proceed.

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

In the second dimension is influence, some accounts 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 accounts 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.

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%

Table 1

Descriptive Research Results (Personal Health)

From Table 1, health information on toothbrushing and hand washing descriptively is 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.

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%

Table 2

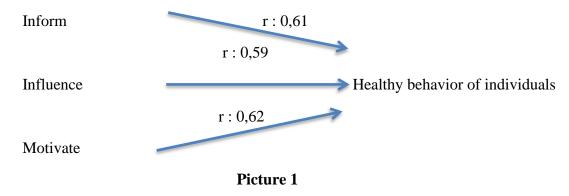**Research description results (Public Health)**

Descriptive table 2 illustrates the health information about sneezing and throwing garbage in its place is very positive. Twitter accounts are optimal in providing information to make a healthy living in the community better. When related to Aulia's research (Aulia, Isnaini, and Khumairoh 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 (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 (Zahrah 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 (Hadiyanto, Samitri, and Maria Ulfah 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.

Inform   r : 0,61

r : 0,59

Influence   Healthy behavior of individuals

r : 0,62

Motivate

Picture 1

Public Health

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 accounts have already informed the health of cleaning hands and brushing their teeth well. When associated with research conducted by Aulia, Isnaini, and Khumairoh (Aulia et al. 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 (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 (Said, Umachandran, and Don 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 (Abdussalam, Anwar, and Rahmat 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 (Alimron 2019). In his research, it was explained that the lecturer began to use the e-learning system in each of his lessons specially to provide an understanding of healthy behavior to each student.
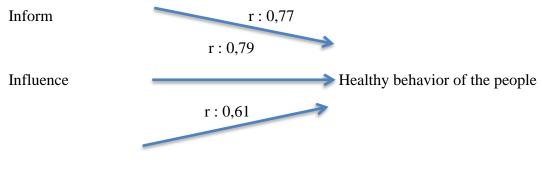
Not infrequently also, in every learning associated with history, sociology, and anthropology such as research conducted by Mushlihin (Amali 2019). Because in Islamic education must be learned openly, especially in healthy behavior.

There needs to be an increase in emotional intelligence for students regarding healthy living behaviors, as in research conducted by Mansir (Mansir and Karim 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 (Suprasetio, Narulita, and Humaidi 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 (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.

Inform   r : 0,77

                              r : 0,79

Influence   Healthy behavior of the people

                              r : 0,61

Picture 2

Public Health

The results showed that social media Twitter succeeded in conveying information about healthy behavior in the Islamic view of its users. This is evidenced by one account that conveys information about maintaining environmental cleanliness that is recommended in Islam. So that it encourages Twitter users to behave healthy lives according to Islamic views.

Besides, Twitter also has a strong influence on society regarding healthy living behavior following Islamic views. This is evidenced by several Twitter accounts that provide information about health information, one of which is maintaining dental hygiene by Islamic law. The information submitted successfully influenced twitter users to do this.

Some Twitter accounts have also succeeded in motivating people to adopt healthy living habits from an Islamic perspective. This is evidenced by one account that invites the public to clean the mosque in the surrounding environment. So that it encourages people to always behave healthy lives by Islamic law.

Twitter accounts have succeeded in conveying information to the public regarding healthy behavior based on Islamic law. After people know and trust the information, they will like and read the information continuously or even find out more in-depth information. Because the information has succeeded in influencing people to behave in a healthy life according to Islamic law, they are likely to apply it in their daily lives.

Conclusion

Framing on health communication on content Islamic religious education in new media has a strong influence on healthy life habits of Twitter account users in healthy living

habits. All dimensions of the two research variables are positive. So that it can be reflected in the next research model.

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