

ABSTRACT

Dolewak YouTube Channel as a Health Education Media In the Perception of the Audience

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This study aims to describe the Dolewak YouTube channel as a health education medium, particularly regarding the human body organs, based on viewers' perceptions. This research is important considering the low level of health literacy in Indonesia. It is also compelling due to the channel's consistency in producing educational health content and its high viewer engagement rate. The analysis focuses on how the content is packaged, the medium used, and the age characteristics of the audience. This research uses a qualitative approach under the paradigm of constructivism, with data collected through interviews with six active subscribers from four age categories: 11–20 years, 21–30 years, 31–40 years, and ≥41 years. The study yielded several key findings. First, the educational messages about the human body organs on the channel are perceived as capable of simplifying complex medical information into content that is both easy to understand and engaging. Second, the channel's main strengths lie in its credible sources, content effectiveness, execution, visual packaging, storytelling narrative, and the choice of diction, which together succeed in capturing attention and enhancing comprehension across different age groups. Third, the channel's content influences viewers' behavior, encouraging greater awareness of health and prompting healthier lifestyle changes. Future research could replicate this study by comparing national and international health education channels.

Keywords: Health Education, Perception, Dolewak YT Channel, Digital Literacy, Animated Video

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