ABSTRAK

ANALISIS KREDIBILITAS, KUALITAS, DAN AKURASI KONTEN MEDIA SOSIAL SEPUTAR OBESITAS DAN PENURUNAN BERAT BADAN

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Latar Belakang: Media sosial telah menjadi salah satu tempat mencari atau memperoleh informasi kesehatan yang populer, termasuk informasi terkait obesitas dan penurunan berat badan. Namun, misinformasi masih banyak ditemukan, sehingga kredibilitas, kualitas, akurasi, dan karakteristik konten yang beredar di Indonesia perlu dipertanyakan.

Tujuan: Penelitian ini bertujuan untuk menganalisis kredibilitas *influencer*, kualitas konten, dan akurasi informasi terkait obesitas dan penurunan berat badan pada tiga platform media sosial di Indonesia, yaitu Instagram, TikTok, dan YouTube. Selain itu, penelitian ini juga mengeksplorasi karakteristik informasi terkait obesitas dan penurunan berat badan yang beredar di Indonesia.

Metode: Penelitian ini menggunakan pendekatan *mixed-method*. Kredibilitas *influencer* dinilai berdasarkan skor transparansi, penggunaan referensi, kepercayaan serta kepatuhan terhadap panduan, dan bias. Kualitas konten dievaluasi menggunakan PRHISM *Tools*, sedangkan akurasi informasi dibandingkan dengan referensi ilmiah. Analisis karakteristik informasi pada konten dilakukan dengan pendekatan analisis tematik.

Hasil: Hasil penelitian menunjukkan bahwa kredibilitas *influencer* secara keseluruhan masih rendah ($38{,}05 \pm 27$ dari skor maksimum 100). Sebagian besar konten dinilai berkualitas "*mediocre*," dan hampir separuhnya termasuk kategori "*poor*." Dari segi akurasi, sebagian besar konten memiliki klaim yang akurat. Karakteristik informasi terkait obesitas terbagi menjadi 10 tema (diagnosis, prevalensi, penyebab, dampak, solusi, fenomena, *weight regain, weight bias,* ekspektasi, kasus non-dewasa), sedangkan informasi terkait penurunan berat badan mencakup 20 pendekatan (pembatasan kalori, perhitungan kalori, pembatasan makanan, pemilihan makanan, puasa, diet publik figur, *meal prep/plan*, gizi seimbang, konsumsi air putih, tinggi protein, tinggi serat, rendah karbohidrat, rendah lemak, rendah gula, pembatasan garam, ramuan/suplemen, perilaku makan, pola makan, mindset, bukan saran gizi).

Kesimpulan: Meskipun akurasi konten secara umum sudah baik, kredibilitas *influencer* dan kualitas konten terkait obesitas dan penurunan berat badan di Indonesia masih perlu ditingkatkan. Informasi yang disampaikan relatif lengkap, namun sebaran temanya belum merata. Studi ini menyoroti pentingnya pengembangan media sosial dengan informasi yang terstruktur, lengkap, berkualitas, akurat, dan disampaikan oleh individu yang kredibel.

Kata Kunci: Media sosial, *Influencer*, Obesitas, Penurunan berat badan, Kredibilitas, Kualitas, Akurasi, Analisis Tematik

ABSTRACT

ANALYSIS OF CREDIBILITY, QUALITY, AND ACCURACY OF SOCIAL MEDIA CONTENT ABOUT OBESITY AND WEIGHT LOSS

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Background: Social media has become one of the most popular platforms for seeking or obtaining health information, including information on obesity and weight loss. However, misinformation is still prevalent, raising questions about the credibility, quality, and accuracy of content circulating in Indonesia.

Objective: This study aims to analyze the credibility of *influencer*s, the quality of content, and the accuracy of information related to obesity and weight loss on three social media platforms in Indonesia: Instagram, TikTok, and YouTube. Additionally, the study explores the characteristics of information about obesity and weight loss circulating in Indonesia.

Methods: This research employed a mixed-method approach. *Influencer* credibility was assessed based on transparency, use of references, trustworthiness, adherence to guidelines, and bias. Content quality was evaluated using the PRHISM Tools, while the accuracy of information was compared to scientific references. The characteristics of the information in the content were analyzed using a thematic analysis approach.

Results: The study found that *influencer* credibility was generally low (38.05 ± 27 out of a maximum score of 100). Most content was rated as "mediocre" in quality, with nearly half categorized as "poor." In terms of accuracy, most content contained accurate claims. The characteristics of information about obesity were grouped into 10 themes (diagnosis, prevalence, causes, impact, solutions, phenomena, weight regain, weight bias, expectations, non-adult cases), while information on weight loss encompassed 20 approaches (calorie restriction, calorie counting, food restrictions, food selection, fasting, public figure diets, meal prep/planning, balanced nutrition, water consumption, high protein, high fiber, low carbohydrate, low fat, low sugar, salt restriction, herbal/supplement use, eating behavior, eating patterns, mindset, and non-nutrition advice).

Conclusion: Although the overall accuracy of the content is relatively good, the credibility of *influencer*s and the quality of content related to obesity and weight loss in Indonesia still need improvement. The information provided is relatively comprehensive, but the distribution of themes is uneven. This study highlights the importance of developing social media with structured, comprehensive, high-quality, and accurate information delivered by credible individuals.

Keywords: Social media, *Influencer*s, Obesity, Weight loss, Credibility, Quality, Accuracy, Thematic Analysis