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THE GAME ON 2022:

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FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,

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The Role to Promote a Healthy Lifestyle

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ABSTRACT

Social media has become an important medium for knowledge, awareness, intention, and action. Social media are internet-based channels that enable individuals to engage and choose to self-present with both large and limited audiences that receive value from user-generated material and the sense of contact with others, either in real-time or asynchronously. Therefore, this study aims to assess the role of social media in promoting a healthy lifestyle among residents around Kota Bharu and UMK students from FHPK and FKP. A total of 362 respondents participated in this study through a questionnaire that was distributed on social media such as WhatsApp and Facebook. The results of the study show that the attitudes and awareness of the community and students related to healthy lifestyle practices are very important in life.

Keywords: Social Media, Healthy Lifestyle, Knowledge, Awareness, Intention

INTRODUCTION

The chapter will begin by providing background information for the study, then introduce the proposal's topic before going on to the content subheadings. The subheadings problem statement, research purpose, and research question are used to focus on the study's statement. The information for this chapter 1 is completed by the scope of the study, the significance of the study, the definition of words, and the summary. "Social networks" and "social support" are not synonymous phrases (Arsenault & Castells, 2008). Social support is characterised as emotional, instrumental, and financial help from one's social network. People frequently think of support as a two-way trade or transaction. Support can take the form of emotional concern, instrumental aid (goods and services), information, or appraisal, according to House (information relevant to self-evaluation). In a similar vein, it refines a concept developed by defining support as "the degree to which a person's basic social needs are addressed through connection with others" (Kaplan et al., 2015).

The definition of a healthy lifestyle is a requirement for the reproduction of society's human resources. The willingness of young individuals to live a healthy lifestyle and care for their health has an impact on their ability to work as well as their expected lifetime. Young people's negligence, on the other hand, exposes them to a variety of diseases and poses significant health and life risks (Chou et al., 2019). 'Lifestyle' is a contentious term in the context of health promotion. On the one hand, it is an undeniable health determinant, and as such, it is the primary focus of traditional health education; on the other hand, the widespread use of lifestyle in health education reveals a limited and superficial understanding of the nature of health and the priorities for health promotion. The work of sociological theories must be used to build a more comprehensive analysis of the structural characteristics of lifestyles. Pierre Bourdieu's concept of 'habitus' has been cited by a number of authors. By elaborating on the implications of Pierre Bourdieu's idea of 'field' and the relational implications of his concept of 'field,' this work relies on a hitherto overlooked part of Pierre Bourdieu's analysis of lifestyles (Jaime R. Deluca, 2013). This study consists of three objectives:

1. To identify the healthy lifestyle among adults.
2. To create awareness of a healthy lifestyle among adults.
3. To explore healthy lifestyle among adults.

Significance of the Study

Based on this study, social media is positioned as a powerful medium to reach, change physical activity and influence our behavior. When the physical activity increases, this influences healthy modification to food intake and causes beneficial changes to our body composition or body weight. Plus, the importance of social media for physical activity is grounded in social media's extensive reach and the affordance of information for people in the world. For sharing the information within the population, social media could be used as a platform to give the information to people. In addition, the role of the government also needs to be implemented to provide awareness about a healthy lifestyle to the community. In this regard, the government needs to work together in holding an awareness campaign on healthy lifestyles so that all communities are more aware of the statement.

Besides, the campaign carried out by the government should be aligned with the mission to help the community to be more aware of the level of community health in this country. Plus, the role of Non-Governmental Organizations (NGOs) should also assist the government in conducting various programs, including campaigns and motivating the community on a healthy lifestyle so that the community is not complacent with the level of health at that time. For example, NGOs can run activities or programs such as healthy lifestyle talks. The determination of various parties can help the community in maintaining proper health.

LITERATURE REVIEW

Knowledge

In particular, the findings of this study added to the body of knowledge on how young adults weigh up the exchange proposed by the behavior proposition of adopting a healthy lifestyle. In terms of the behavior suggestion of adopting healthier food, alcohol and physical activity practices, the young adults partially accepted the suggestion. They indicated that they were either trying to adopt healthier food and/or physical activity practices or would do so in the future. However, they did not want to adopt healthier alcohol behaviors to reduce binge drinking episodes, which is consistent with previous research (Gill, 2002). In the research, this presented difficulties in practice, such as choosing which nutrients to target, the level at which a tax is set, how best to learn from the evidence base surrounding the effectiveness and acceptability of food taxes and ensuring health inequalities are not exacerbated (Mytton et al., 2012).

Awareness

People can live a healthy lifestyle in a variety of ways. To begin this healthy lifestyle, people must be aware of the necessity of leading a healthy lifestyle, check their food consumption, get adequate exercise, and learn how to appropriately manage their stress (Anusha Thavarajah, 2016). Many healthy lifestyle campaigns have been launched to enhance public awareness of the need to live a healthy lifestyle. Despite all the efforts made to urge individuals to have a healthy lifestyle, some of them continue to ignore the advice and live an unhealthy lifestyle. It is difficult for them to abandon their previous eating and social habits, but nothing is impossible if people want to change.

Intention

The Theory of Intention suggests that a person's behavior is determined by their intention to perform the behavior and that this intention is, in turn, a function of their attitude toward the behavior and subjective norms (Fishbein & Ajzen, 1975). The best predictor of behavior is intention or instrumentality (a belief that the behavior will lead to the intended outcome). Instrumentality is determined by three things: their attitude toward the specific behavior, their subjective norms, and their perceived behavioral control. This suggested that the more promising the attitude and the subjective norms and the greater the perceived control, the stronger the person's intention to perform the behavior.

Action

Action means the first crucial step a person can take to have a healthy lifestyle is to watch what he or she eats. Healthy eating has been defined as health-promoting activities that avoid various pathologies and illnesses and promote people's well-being. According to Davis and Stoppler (2018), a person should have three meals a day: breakfast, lunch, and supper, and he or she should control the amount of food eaten each time. Eating a balanced diet, exercising often, and not smoking are all healthy lifestyle choices that can greatly reduce the risk of coronary heart disease (CHD) and other chronic illnesses (Ahmad Taufik, 2017).

Research Hypothesis

The literature study revealed that independent variables, such as the role of social media on knowledge, awareness, and intention, were highlighted in the literature review. As a result, the role of social media in action was the dependent variable. The hypotheses of this study were summarized in the following way, based on the literature discussed

H1   A balanced diet is a significant role on action towards healthy lifestyles among adults.

H2   There is significant level of awareness toward healthy lifestyles among adults.

Research Framework

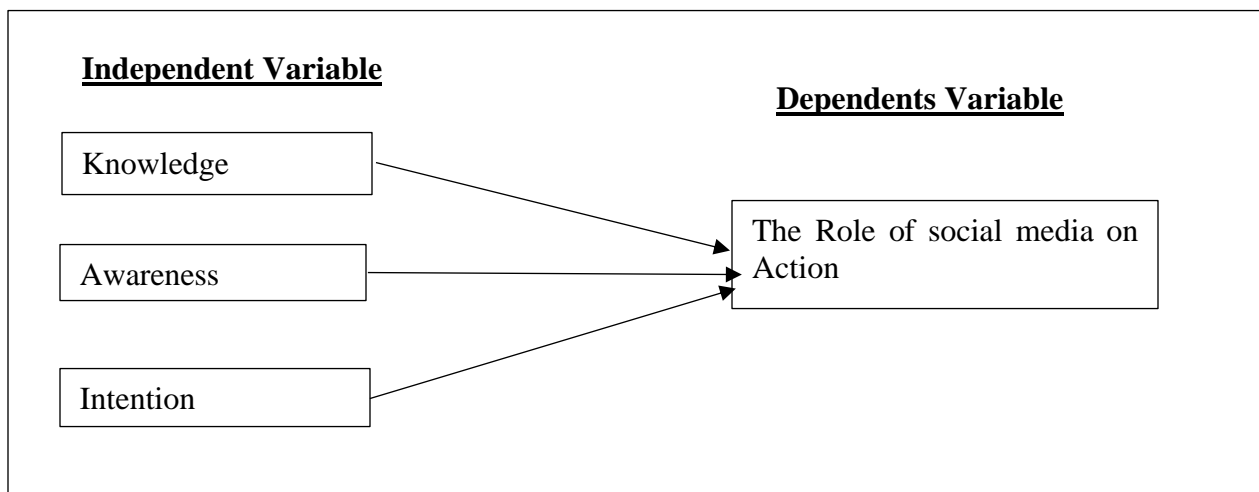The Figure 1 below shows the research framework use for this study.

Figure 1: Research Framework

METHODOLOGY

Research design

Research design is a framework for planning the research and answering the research questions. This can also help to get the data about the independent variables and dependent variables for this study. The research design can help to develop research methods which are appropriate for the aim of this study. This study was quantitative. The quantitative research design in this study aimed to and provide data for a better perspective on business decisions and to improve any organization. There are four quantitative data that we used to conduct for this research such as online survey data, frequency distribution, descriptive measures and correlation.

Data Collection

Data collection is the procedure of collecting, measuring, and analyzing accurate insights using standard validated techniques on the basis of the facts gathered, that a researcher might assess their hypothesis via those data collected. There are 362 respondents among young people around Kota Bharu and the students of UMK in FHPK and FKP faculties. Respondents had to answer all the questions given and the thorough study findings were obtained from the questionnaires. Researchers needed to focus on the independent variables that contributed to the role to promote a healthy lifestyle. The researcher got the answers randomly from the questionnaire that was distributed.

Sampling

Sampling is a strategy for picking individual members or a subset of the population in order to make statistical inferences and estimate population characteristics. The sampling method was as thorough as feasible in order to assure the least amount of error and bias and to maximize representativeness (Tyrer & Heyman, 2016). Probability sampling techniques included a random selection component, which assured that each instance in the population had an equal chance of being chosen (Shorten & Moorley, 2014). The formula of this equation was as follows:

$$S = \frac{x^2 N_P (1-p)}{e^2 (N-1) + x^2 P(1-p)}$$

n = sample size
N = population size
e = the degree of accuracy expressed as proportion (0.05)
$x2$ = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

Data Analysis

Tools for data analysis made it easier for users to process and manipulate information, analyse the relationships and connections between data sets, and help to detect perception patterns and trends. Here is a full list of methods used to analyse the results. To understand the issues that arised in the research performed, data analysis was used as the method of producing raw data into structured information. After all the information was obtained from the respondents, the researchers used SPSS software to generate data. Below are the steps of the data analysis in this study. It started with a descriptive analysis of the data, followed by the analysis of reliability and ended with hypothesis testing using Pearson Correlation.

FINDINGS

Result of Frequency Analysis

Table 1 below shows the result of the frequency analysis.

Table1: Frequency Analysis

Characteristics	Number of Respondent (N)	Percentage (%)
Gender		
Male	153	42.1
Female	206	57.6
Age		
15 - 20 years old	19	5.2
21 - 24 years old	81	21.1
25 – 30 years old	91	25.1
31 - 35 years old	64	16.7
36 – 40 years old	29	8.0
41 and above	42	10.9
Race		
Malay	239	62.2
Chinse	93	24.2
Indian	41	10.7
Others	11	2.9
Religion		
Islam	302	83.2
Christian	23	6.3
Buddha	22	6.1
Hindu	12	3.3
Other	2	0.6
Marital Status		
Married	113	31.1
Single	243	66.9
Divorce	6	1.7
Level of Education		
No Formal Education	4	1.1
SPM	36	9.9
STPM	81	22.3
Diploma	87	24.0
Degree	126	34.7
Master	19	5.2
PhD	9	2.5
Living Area		
Urban	217	59.8
Sub-Urban	35	9.6
Rural	108	29.8
Occupation		
Student	202	55.6
Employed	135	37.2
Unemployed	18	5.0
Retired	7	1.9
Monthly Income		
Less Than RM 1000	209	57.6
RM 1000 – RM 3000	81	22.3

RM 5000 – RM 7000	35	9.6
RM 7000 and above	37	10.2
The Average Frequency of Using a Social Media Per a Day		
More than 1 hour	38	10.5
More than 2 hours	58	16.0
More than 3 hours	97	26.7
More than 4 hours	169	46.6

Table 2 shows a total of 209 respondents that were women, 57.6 percent of the total, while 153 male respondents, representing 42.1% percent of the total. The total for respondents between the ages of 25 to 30 years old indicated the highest number of study participants (91), contributing to 25.1% of all study participants, while those between the ages of 15 to 20 years old indicated the lowest number of study participants which was 19, figuring for 5.2 percent of all study participants. With a total of 81 people, or 21.1 percent of responses, the age group of 21 to 24 years old was the second largest of participants. There were 64 people who represented for 16.7 percent of the respondents aged from 31 to 35 years old. Malay respondents had the greatest numbers of respondents (239), or 62.2 percent, while others had the lowest numbers of 11 respondents (2.9%). While Chinese had the second-highest number with a total of 93 respondents (24.2%), Indians came in third with the number of 41 respondents (10.7%). Most respondents in this study gained a degree, with a total of 126 people, or 34.7 percent. In addition, Diploma was recorded as the second-highest number of respondents' education qualification with 87 total numbers (24.0%), STPM in third place with 81 respondents, leading to a total of 22.3 percent, and PhD was the second lowest number of achiever with only 9 respondents, or equivalent to 2.5 percent. The majority of respondents in this study were students, with a total number of 202 people, or 55.6 percent. Employed respondents were recorded as the second-highest number of respondents, with 135 in total (37.2%). Unemployed was in third highest number, with a total of 18 respondents, which was 5.0 percent out of all the education qualification background of all respondents. The total number of the retired respondents were recorded as the lowest number with only 7 respondents, or 1.9%. According to the statistics, the highest number of respondents' marital status was single, which figured for 243 respondents (66.9%). According to the survey, Islam was recorded as the religion that attained the highest numbers of respondents' religious backgrounds, which were 302 respondents (83.2%). In comparison, the second biggest religion among respondents was Christianity, with 23 respondents that were from the religion or 6.3 percent out of the total number of respondents. Meanwhile, the number of respondents with Buddhism religion background was recorded as the third lowest, with 22 respondents or 6.1 percent. Hindus made up 3.3 percent of respondents, while others made up 0.6 percent. According to the statistics, the average time spent on social media for those who were most affected was more than 4 hours (169 respondents or 46.6 percent).

Result of Descriptive Analysis

Table 2 below shows the result of the descriptive analysis.

Table 2: Descriptive Analysis

Variables	Items	Mean Score.	Standard Deviation
Knowledge	Social media act as a knowledge sharing medium on healthy lifestyles	4.19	0.763
	Social media act as an information exchange medium on healthy lifestyles by social media	2.97	1.379
	Impact on the position of knowledge on the healthy lifestyles in social marketing with networking sites	2.89	1.118
	I did a search for information on social media about healthy lifestyles	2.65	1.121
	The provision of information through social media technologies on healthy lifestyles are significant	2.85	1.116
	I easily get various information related to healthy lifestyle from social media	2.94	1.143
	I realized the importance of a healthy lifestyle in my life routine by browsing a social media	3.01	1.356
	Social media has proposed that healthy lifestyle is very important to avoid various health problems	3.06	1.379
Awareness	I am aware that social media could give people the information on healthy lifestyles	4.30	0.728
	I am aware that social media could provide a valuable tip to rise on awareness on healthy lifestyles	4.26	0.742
	I am aware that the value of healthy living could be found from reading that available in social media	4.24	0.753
	I am aware that healthy lifestyles guidelines can access from social media	4.34	0.693
	I realized that I was enjoying a healthy lifestyle from what has been shown in social media	4.14	0.850
	I realized that social media help to improved health quality through its published content	4.30	0.729
	I recognize that everyday social media has influenced me to pursue a healthy lifestyle	4.20	0.786
	I recognize that social media is an unavoidable part of life	4.34	0.724
Intention	I use social media to become familiar on healthy lifestyles	4.13	0.830
	I use social media to get information regarding a healthy lifestyles	4.22	0.763
	I use social media to stimulate a positive attitude in healthy lifestyles	4.28	0.751
	I use social media because its play a role as change agent towards healthy lifestyle	4.25	0.757
	I use social media because it could provide in ideas for a healthy lifestyle	4.33	0.7533
	I use social media because it is starting point of attitude change towards a healthy and active lifestyle	4.32	0.742

	I use social media to improve the level of quality of health can be found	4.30	0.746
	I use social media to encourage me to adopt a healthy lifestyle	4.32	0.751
Action	Social media influenced my actions to adopt a healthy lifestyle	4.24	0.762
	Social media influenced my actions to do better to achieve a healthy lifestyle	4.27	0.772
	I want to practice a healthy lifestyle to maintain healthy by what recommended in social media	4.30	0.772
	Social media influenced me to get more information about healthy lifestyle practices	4.30	0.733
	I will use social media to solve problems related to healthy lifestyle	4.29	0.802
	I believe the information available on social media will strengthen my understanding of healthy lifestyle practices	4.30	0.752
	I feel convinced to use social media to find information provided about healthy lifestyles	4.23	0.824
	I want to put healthy lifestyle as my priority because social media was promoted it through its content	4.27	0.774
	I will take a serious concern in healthy lifestyles from what had been suggested in social media	4.26	0.753

Table 2 presents the descriptive statistics for "The Role of social media of Knowledge" items that were collected from 362 respondents. The mean and standard deviation value for the dependent variable, which was "The Role of social media of Knowledge", items. As shown from the table above, the highest mean score is 4.19 with a standard deviation value of 76355, which was the description of "too much access during every day". Meanwhile, the lowest mean score was 2.65, with a standard deviation value; 1.121. The items for "The Role of social media on Awareness" descriptions, as shown in the table above, the highest mean score was 4.34 with a standard deviation value of 72457. Meanwhile, the lowest mean score was with 4.14 the standard deviation value which was 85068. The items of "The Role of social media on Intention" description was as shown in the table above that the highest mean score was 4.33 with a standard deviation value, of 75336 and the lowest mean score was 4.13 with a standard deviation value; 8306.

Result of Reliability Analysis

Table 3 below shows the result of the reliability analysis.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Knowledge	9	0.870
Awareness	8	0.828
Intention	17	0.928
Action	9	0.884

Table 3 shows the reliability analysis for knowledge, awareness, intention and action. According to Cronbach's Alpha, coefficient must show the knowledge value of 0.870, the awareness value of 0.828, the intention value of 0.928 and the action value of 0.884. Thus, the

questionnaire was reliable and can be used for the study. It was most commonly used when the questionnaire was developed using multiple scale statements and therefore, to determine if the scale was reliable or not.

Result of Pearson Correlation Analysis

Table 4 shows the result of the Pearson correlation analysis.

Table 4: Pearson Correlation Analysis

Hypothesis	P-Value	Result-(Supported/Not Supported)
H1: Balanced diet is a significant role on action towards healthy lifestyles among adults.	0.870	H1 is supported
H2: There is significant level of awareness towards healthy lifestyles among adults.	0.828	H2 is supported

Table 4 illustrated the Pearson correlation coefficient, significant value and the number of cases which was 362. The correlation coefficient of $r = 0.870$, $p < 0.01$ suggested a strong positive correlation between "significant role on action" towards "healthy lifestyles". Moreover, the result suggested that there was a strong positive correlation between the significant level of awareness towards healthy lifestyles with $r = 0.828$, $p < 0.01$. Overall, the independent variables were significantly correlated with English language proficiency and in strong positive correlation.

DISCUSSION AND RECOMMENDATION

This discussion aims to resolve all the questions proposed and address the hypotheses as stated in the first chapter of this study. In general, this study has covered assessing the role of social media to promote a healthy lifestyle. Based on the findings of previous studies, this section will suggest some suggestions that need to be made for researchers to implement studies more easily in the future. This allowed researchers to realize their responsibility to make the surrounding community and students aware of assessing the role of social media to promote a healthy lifestyle. Researchers also play a big role in making the public aware of the advantages of social media in disseminating important information related to healthy lifestyles and how to practice them correctly and appropriately. Health care is very important to keep the community in a healthy state while students also need to know how to maintain healthy life despite their daily business.

Accurate research findings are also important to ensure the continuity of research in the future. Therefore, the questions of the demographic section of the respondents should be provided in full. Such as gender, occupation, age, race, religion, and other aspects. This was to ensure that the study findings were more accurate. As mentioned in the study's title, the study was to assess the role of social media to promote a healthy lifestyle. Therefore, the results of the study findings from the respondents 'answers should also be more varied.

Furthermore, it is suggested that future researchers should improve the design of distribution of questionnaires methods that it should require the timeframe of distribution. As the questionnaires were distributed over the internet, thus it is better if future researchers are able to distribute the questionnaire via face-to-face methods. This can make it easier for respondents to answer if they are confused about some questions. A relatively long period of distribution is required so that the questionnaire can be answered by the respondents appropriately to the

specified characteristic features. In addition, other suggestions are regarding the selection of target respondents, which are also important for the accuracy of the study. If the questionnaire is conducted face to face, the researcher is able to ensure the accuracy of the respondents' characteristics that they want. The purpose of the study can also be discussed perfectly.

CONCLUSION

In conclusion, this study achieved the aim to assess the role of social media to promote a healthy lifestyle. Three independent variables, that are knowledge, awareness, and intention, were selected to study their relationship with the dependent variable, namely action toward healthy lifestyles among adults. A total of 362 respondents have been selected among residents around Kota Bharu and UMK students from FHPK and FKP.

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