

## ABSTRAK

Perubahan perilaku pencegahan demam tifoid tidak hanya ditentukan oleh ketersediaan fasilitas, tetapi juga oleh seberapa efektif informasi kesehatan dapat dipahami, diterima, dan dipraktikkan oleh masyarakat. Media sosial memiliki karakteristik penyebaran informasi pencegahan demam yang cepat, interaktif, serta mampu menarik perhatian masyarakat melalui konten visual dan narasi, namun faktanya masyarakat masih belum memanfaatkan media tersebut secara optimal. Jakarta Timur menjadi salah satu wilayah prevalensi tifoid cukup tinggi dan penelitian ini fokus di wilayah kerja Puskesmas Pasar Rebo. Penelitian bertujuan untuk menganalisis pengaruh media sosial terhadap perilaku pencegahan demam tifoid di Puskesmas Pasar Rebo. Jenis penelitian kuantitatif dengan desain *cross sectional* dengan sampel yaitu 231 orang masyarakat yang pernah menderita demam tifoid dan berobat di Puskesmas Pasar Rebo. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi logistic biner. Hasil penelitian bahwa frekuensi penggunaan media sosial, paparan konten kesehatan, kepercayaan terhadap informasi dan partisipasi aktif dalam diskusi kesehatan berpengaruh signifikan terhadap pencegahan demam tifoid. Sementara sedangkan jenis media sosial tidak berpengaruh. Disarankan manajemen Puskesmas Pasar Rebo melaksanakan edukasi berlapis dan terstandar kepada pasien guna pencegahan demam tifoid diawali pencegahan dasar, primer, sekunder dan tersier. Masyarakat menerapkan perilaku hidup bersih dan sehat guna mencegah demam tifoid dan menambah pengetahuan terkait demam tifoid melalui berbagai jenis media sosial.

**Kata Kunci: Media Sosial, Pencegahan, Demam Tifoid**

## **ABSTRACT**

*Behavioral changes in typhoid fever prevention are not solely determined by the availability of facilities, but also by how effectively health information can be understood, accepted, and practiced by the community. Social media has the characteristics of rapid and interactive dissemination of preventive information and can attract public attention through visual content and narratives; however, in reality, the community has not yet utilized these platforms optimally. East Jakarta is one of the areas with a relatively high prevalence of typhoid, and this study focuses on the working area of Puskesmas Pasar Rebo. The study aims to analyze the influence of social media on typhoid fever prevention behavior at the Pasar Rebo Community Health Center. This study is a quantitative study with a cross-sectional design. The sample size was 231 residents who had suffered from typhoid fever and received treatment at the Pasar Rebo Community Health Center. Data were collected through a questionnaire and then analyzed using binary logistic regression. The results of the study indicate that the frequency of social media use, exposure to health content, trust in information, and active participation in health discussions have a significant effect on typhoid fever prevention, while the type of social media has no effect. It is recommended that the Pasar Rebo Community Health Center management implement layered and standardized education for patients to prevent typhoid fever starting from basic, primary, secondary, and tertiary prevention. The community adopts clean and healthy living behaviors to prevent typhoid fever and increases knowledge related to typhoid fever through various types of social media.*

**Keywords: Social Media, Prevention, Typhoid Fevers**