

The Influence of Educational Content on Social Media on Junior High School Student Understanding and Behavior Regarding Birth Rate Control

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ABSTRACT:

This study aims to examine the influence of educational content on social media on the understanding and behavior of junior high school (Sekolah Menengah Pertama/SMP) students regarding birth rate control. The study employed a quantitative approach using a survey method, in which questionnaires were distributed to 70 students from grades VII, VIII, and IX. The collected data were analyzed using several statistical tests, including validity and reliability tests, Pearson correlation, simple linear regression, ANOVA, and t-tests. The results indicate that educational content on social media has a significant influence on students' understanding and behavior, with a correlation coefficient of 0.516 and a significance level of 0.000. Linear regression analysis shows that approximately 26.6% of the variation in students' behavior can be explained by their level of understanding of information obtained through social media. The results of the ANOVA and t-tests reveal no significant differences based on grade level or gender. These findings suggest that social media serves as an effective and equitable educational tool in shaping students' awareness and positive behavior regarding the importance of birth rate control.

Keywords: educational content, social media, students' understanding, behavior, birth rate control.

1. INTRODUCTION

Social media has become an integral part of young people's lives, particularly Generation Z, who have grown up in a digital environment. Platforms such as Instagram, YouTube, and TikTok are not only used for entertainment but also serve as important sources of information, including health-related information. Due to their wide reach and ease of access, social media platforms have significant potential as educational tools, including for disseminating information on reproductive health and birth rate regulation. Controlling birth rates is a crucial component of population development and family planning programs. If birth rates are not properly controlled, they may lead to adverse consequences such as rapid population growth, increased economic burden, and declining quality of education and healthcare services. Therefore, it is essential to provide education on the importance of birth rate control from an early age, including among junior high school students, as part of preventive efforts and early awareness building.

However, challenges remain in delivering reproductive health education formally within schools due to curriculum limitations, a shortage of qualified teachers, or resistance from certain segments of society. At the same time, junior high school students are highly active users of social media and are widely exposed to various types of content, including health-related information. This situation presents an opportunity to utilize social media as an alternative educational medium that is more engaging and aligned with the learning preferences of today's younger generation.

Previous studies have demonstrated the strategic role of social media in delivering reproductive health information to adolescents. Ibrohim (2022) reported that educational content can enhance adolescents' knowledge of reproductive health, particularly when the information is delivered by credible sources. Similar findings were reported by Masturi, Sajalia, and Supini (2023), who found that health promotion through social media significantly improved junior high school students' understanding of reproductive health topics, including birth rate control, with a significance value of $p = 0.000$. Furthermore, Tsabitha and Rahman (2024) showed that educational content on social

media influences adolescents' health-related behaviors, including increased access to health services and greater awareness of the importance of contraception as a means of preventing early pregnancy. These studies underscore the importance of educational content on social media as an effective medium for shaping junior high school students' understanding and positive behavior regarding birth rate control.

Nevertheless, there is still limited research that specifically examines the impact of educational content related to birth rate control on the understanding and behavior of junior high school students. Therefore, further research is needed to determine whether educational content on social media has a positive effect on students' knowledge and actions concerning birth rate control. This study aims to examine the impact of educational information disseminated through social media on junior high school students' understanding and behavior regarding birth rate control. The findings of this study are expected to contribute to the field of education, particularly in optimizing the use of social media as an effective learning medium. In addition, the results may serve as a reference for education and health policymakers in developing more appropriate communication strategies for adolescents.

2. METHODOLOGY

In this study, the instrument used was a Likert-scale questionnaire consisting of several items designed to assess junior high school students' levels of understanding and behavior regarding educational content on social media related to birth rate control. Each item was scored based on the respondents' level of agreement, ranging from strongly disagree to strongly agree. The scores were subsequently converted into interval-scale data to meet the requirements for quantitative measurement. The data analysis technique employed in this study combined two approaches. A qualitative approach was used to understand and interpret the data descriptively, based on theoretical frameworks and logical reasoning derived from direct research findings. In addition, a quantitative approach was applied to analyze numerical data obtained from the questionnaires using statistical

software. This approach enabled objective analysis through several statistical tests, including validity and reliability tests, correlation analysis, regression analysis, and difference tests such as ANOVA and t-tests.

The study involved 70 respondents consisting of students from grades VII, VIII, and IX at a junior high school. Two main aspects were measured in this study, namely students' level of understanding and their behavior regarding issues of birth rate control. Both aspects were examined in relation to the influence of educational content encountered on social media.

The research hypotheses are formulated as follows:
H1: There is no significant influence of educational content on social media on junior high school students' understanding and behavior regarding birth rate control.

H0: There is a significant influence of educational content on social media on junior high school students' understanding and behavior regarding birth rate control.

3. RESULTS AND DISCUSSION

Based on the results of questionnaire distribution to 70 respondents consisting of students from grades VII, VIII, and IX, and after data processing and analysis using the Statistical Package for the Social Sciences (SPSS), statistical outputs were obtained. These outputs served as the basis for assessing the validity, reliability, and the relationship between students' levels of understanding and behavior toward educational content on social media regarding birth rate control.

Table I. Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Question_1	15.03	7.912	.343	.659
Question_2	14.80	7.322	.584	.575
Question_3	14.93	8.850	.269	.676
Question_4	15.01	6.942	.474	.610
Question_5	14.94	9.040	.219	.690
Question_6	14.93	7.169	.569	.576

Source: processed primary data (2025)

Based on the validity table, the output results for items 1–6 indicate that two items were found to be invalid, namely items 3 and 5, as their correlation values were below the threshold of 0.30.

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.676	6

Source: processed primary data (2025)

Based on the reliability table above, the Cronbach's Alpha value obtained was 0.676, which exceeds the minimum threshold of 0.6. Therefore, this instrument is considered reliable and suitable for measuring the two main variables in this study.

Table 3. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Skor_Pemahaman	70	4	16	11.94	2.413
Skor_Perilaku	70	2	8	5.99	1.280
Valid N (listwise)	70				

Source: processed primary data (2025)

Based on the results of descriptive statistical analysis, the average score for students' understanding of birth rate control was 11.94 out of a maximum score of 16. This indicates that, overall, students demonstrated a fairly good level of understanding. Meanwhile, the average score for students' behavior was 5.99 out of a maximum score

of 8, indicating that students exhibited relatively positive behavior in responding to the importance of birth rate control. The following table presents the frequency distribution of gender, grade level, and junior high school students' level of trust in health-related information obtained from social media.

Table 4. Gender Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	28	40.0	40.0	40.0
	Female	42	60.0	60.0	100.0
	Total	70	100.0	100.0	

Source: processed primary data (2025)

Table 5. Class Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	38	54.3	54.3	54.3
	8	31	44.3	44.3	98.6
	9	1	1.4	1.4	100.0
	Total	70	100.0	100.0	

Source: processed primary data (2025)

Table 6. Frequency Confidence Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at All Confident	1	1.4	1.4	1.4
	Doubtful	6	8.6	8.6	10.0
	Somewhat Confident	54	77.1	77.1	87.1
	Very Confident	9	12.9	12.9	100.0
	Total	70	100.0	100.0	

Source: processed primary data (2025)

The frequency table above shows that 60% of the respondents were female, and the majority of students were from grades VII and VIII. In addition, students' level of trust in health-related information obtained from social media was very high, with 77% of students reporting that they were

fairly confident and 12.9% reporting that they were very confident. This indicates that nearly 90% of the students placed trust in the educational content they accessed through social media.

Table 7. Correlations

		Understanding Score	Behaviour Score
Understanding Score	Pearson Correlation	1	.516**
	Sig. (2-tailed)		.000
	N	70	70

Behaviour Score	Pearson Correlation	.516**	1
	Sig. (2-tailed)	.000	
	N	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

Source: processed primary data (2025)

The Pearson correlation test indicates a positive and significant relationship between students' understanding and their behavior regarding birth rate control. The correlation coefficient (r) was 0.516, with a significance value of $p = 0.000$, which is less than 0.01. This finding indicates that the

higher the students' level of understanding of birth rate control issues obtained from social media, the more positive their behavior toward these issues. This relationship falls into the category of a moderately strong and positive correlation.

Table 8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516 ^a	.266	.255	1.104

a. Predictors: (Constant), Understanding Score

Source: processed primary data (2025)

Simple linear regression analysis was used to determine the extent to which the understanding variable influences the behavior variable. The results show that the R-square (R^2) value was 0.266, indicating that 26.6% of the variation in students' behavior can be explained by their level of understanding of educational content on social

media. However, the remaining 73.4% of the variation is explained by other factors not included in the model. This finding suggests that although understanding has a significant influence, it is not the sole factor affecting students' behavior.

Table 9. Anova Test

Understanding Score					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.488	2	5.244	.898	.412
Within Groups	391.284	67	5.840		
Total	401.771	69			

Source: processed primary data (2025)

An ANOVA test was conducted to determine whether there were significant differences in understanding scores among the three grade levels, namely grades VII, VIII, and IX. The analysis results showed that the F value was 0.898 with a significance level of $p = 0.412$, which is greater than 0.05. This indicates that there were no significant

differences in students' levels of understanding of birth rate control across grade levels. These findings suggest that students' understanding is not dependent on their grade level but is more strongly influenced by the educational content they access through social media.

Table 10. Independent Samole Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed)	Mean Differen ce	Std. Error Differen ce	95% Confidence Interval of the Difference Lower Upper	
Skor_Pema haman	Equal variances assumed	.59 5	.443	- .04 0	68	.968	-.024	.593	-1.207	1.160
	Equal variances not assumed			- .03 9	54. 192	.969	-.024	.604	-1.235	1.188

Source: processed primary data (2025)

Based on the results of the Independent Samples t-test, it can be concluded that there is no significant difference in students' levels of understanding of birth rate control between the two groups compared. This is indicated by a significance value of 0.968 ($p > 0.05$) and a very small mean difference that is not statistically meaningful.

4. CONCLUSION

Based on the results of the data analysis, it can be concluded that educational content on social media has a considerable impact on junior high school students' understanding and attitudes toward birth rate control issues. The Pearson correlation test revealed a positive and relatively strong relationship between students' level of understanding and their behavior, with a correlation coefficient of 0.516 and a significance level of $p = 0.000$. This indicates that the higher students' understanding of educational material encountered on social media, the more positive their attitudes toward birth rate control. The results of the simple linear regression analysis showed that students' understanding gained from social media explained approximately 26.6% of the variance in their behavior. This finding suggests that

although educational content on social media has a meaningful influence, other factors account for the remaining 73.4% of behavioral variation. Furthermore, the results of the ANOVA and t-tests indicated no significant differences in students' levels of understanding based on grade level or gender. This suggests that the influence of social media content is relatively consistent across different student groups. These findings demonstrate that social media can serve as an effective educational tool in enhancing students' awareness and positive actions regarding the importance of birth rate control. This study supports the use of social media as an alternative strategy for health education, particularly for school-aged adolescents.

5. REFERENCES

References should be again in single column format and provided in alphabetical ordering starting with the first author's surname and all names capitalized. Use the SC-Reference style for references, which corresponds to Book Antiqua 9pts, 0.75 hanging indentation. To use references in the text use the following example (Bilda et al., 2003; Walker, 2012). curation, M.; writing original draft preparation, A.S. and H.H.I.; writing review and editing, D., T.P.M.; visualization, M.; supervision, A.S; project administration, A.S; funding acquisition, D. All

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