



Balancing Medical Knowledge with Behavioral Strategies: Content Characteristics of High-Performing Pediatric Diabetes Videos on Indonesian TikTok

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Article Info	Abstrak
Article History: Submitted 2025-06-10 Revised 2025-06-20 Accepted 2025-06-22	Diabetes pada anak menjadi tantangan kesehatan global yang meningkat signifikan, berdasarkan gambaran epidemiologi perkembangan penyakit menunjukkan bahwa hampir setengah dari anak-anak dengan diabetes tipe 1 tetap tidak terdiagnosis secara global, sementara prevalensi diabetes tipe 2 di kalangan remaja meningkat lebih tajam dibandingkan diabetes tipe 1 di beberapa wilayah. Penelitian ini bertujuan untuk melakukan analisis konten komprehensif terhadap 15 video edukasi diabetes pediatrik dengan engagement tertinggi di TikTok selama enam bulan terakhir. Metode penelitian menggunakan desain analisis konten yang dilakukan pada 28 Mei 2025, dengan menganalisis konten TikTok menggunakan kata kunci "diabetes anak". Hasil penelitian menunjukkan bahwa konten dokumenter mendominasi (93,3%), dengan "Pengetahuan Medis Fundamental" dan "Manajemen Kesehatan Perilaku" masing-masing muncul dalam 66,7% video, serta "Pesan Optimis" dan "Peningkatan Efikasi Diri" masing-masing direpresentasikan dalam 60% konten. Analisis word cloud mengungkapkan terminologi manajemen diabetes praktis seperti "insulin," "diabetes," "makanan," dan "anak-anak" mendominasi transkrip. Konten edukasi diabetes pediatrik yang memiliki engagement optimal di TikTok mengkombinasikan konten medis dengan narasi pribadi kreator dan pesan dukungan.
Kata Kunci: : diabetes anak, TikTok, analisis konten, edukasi kesehatan digital	
Keywords: <i>pediatric diabetes, TikTok, content analysis, digital health education</i>	
DOI : -	Abstract <i>Pediatric diabetes has become rapidly growing, with epidemiological projections indicating that nearly half of children with type 1 diabetes remained undiagnosed globally, while type 2 diabetes prevalence among youth increased more markedly than type 1 diabetes in several regions. This research aimed to conduct a comprehensive content analysis of the fifteen most highly engaged pediatric diabetes educational videos on TikTok within the Indonesian digital landscape over the past six months. The research method employed a quantitative content analysis design conducted on May 28, 2025, analyzing TikTok content using the keyword "diabetes anak" within the Indonesian digital domain. Results showed that documentary content dominated (93.3%), with "Foundational Medical Knowledge" and "Behavioral Health Management" each appearing in 66.7% of videos, while "Optimistic Messaging" and "Self-Efficacy Enhancement" were each present in 60% of content. Word cloud analysis revealed that practical diabetes management terminology such as "insulin," "diabetes," "makanan" (food), and "anak-anak" (children) dominated transcripts. Successful pediatric diabetes educational content on TikTok combined medical accuracy with authentic narratives and empowerment-focused messaging to achieve optimal audience engagement.</i>

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INTRODUCTION

Diabetes in children is becoming a more significant worldwide health concern. Worldwide, childhood diabetes is on the rise. Globally, about half of children with type 1 diabetes go undiagnosed, according to recent epidemiological forecasts (Pulungan et al., 2021). The way that health information is shared and accessed is changing in line with this epidemiological picture, especially among younger populations that depend on digital platforms for learning materials. TikTok has become a major player in health communication thanks to its algorithm-driven content distribution method. With more than 1 billion active users worldwide, it has emerged as a major resource for teens and young adults looking for health information (Kirkpatrick et al., 2024). The combination of increasing disease prevalence and digital health information-seeking in the context of pediatric diabetes offers both a difficulty in guaranteeing the quality and accuracy of the content and an opportunity for broad health education. According to recent quantitative analysis, popular videos on TikTok receive hundreds of thousands of views and interactions, indicating that diabetes-related content produces significant engagement (Kong et al., 2021; Vukušić et al., 2024). The accuracy and thoroughness of the diabetic information given on the platform, however, vary widely, according to qualitative evaluations of content quality. Studies document that 1 in 5 videos contain misleading or incomplete information (Kirkpatrick et al., 2024).

The Social Media Infodemic Listening (SoMeIL) framework, which provides a comprehensive knowledge of how health information circulates through

digital networks and impacts public health behaviors, serves as the foundation for this study. The SoMeIL paradigm recognizes social media's special place in the intricate information ecosystems of today. It acknowledges that social media algorithms use users' profiles and usage history to make targeted recommendations on health information. This theoretical approach recognizes that the algorithm-driven personalization and engagement-focused design elements of social media platforms are fundamentally different from traditional health communication models when it comes to health information dissemination. Users' perceptions, attitudes, emotions, and intentions are the first steps in a cascade of cognitive and behavioral reactions that result in both online and offline behaviors when exposed to health information through social media algorithms, according to the SoMeIL framework (Tsao et al., 2024).

The SoMeIL paradigm is especially relevant from the viewpoint of health education since it recognizes that social media platforms are purposefully made to be captivating and addictive, promoting sustained user engagement through the recommendation of tailored content. The approach suggests using online reaction behaviors, such as likes, shares, and comments, after users have viewed health information to deduce collective behavioral intentions and comprehend patterns of public conversation. This theoretical lens suggests that educational content about pediatric diabetes on platforms like TikTok operates within an ecosystem where algorithm-driven content delivery intersects with users' emotional responses, cognitive processing, and social behaviors. The framework emphasizes that health education in digital environments must

acknowledge that behavioral responses are not always driven by rational thinking because social media algorithms can manipulate emotional engagement to maximize platform usage rather than health outcomes. This understanding is crucial for analyzing pediatric diabetes content because it acknowledges that educational effectiveness cannot be measured solely through traditional health literacy metrics. Rather, it must consider how algorithm-mediated information influences the complex interplay between perception, emotion, and health-related decision-making among families managing pediatric diabetes.

Existing studies have predominantly focused on adult diabetes management or provided broad assessments of content quality without examining pediatric populations (Sivakumar et al., 2023; Zarifsaniey et al., 2022). Though previous research has examined diabetes-related content on various social media platforms, little research has focused on pediatric populations. This research is original in that it examines pediatric diabetes content within the Indonesian context. It employs a comprehensive content analysis approach that goes beyond simple quality assessments to explore the multifaceted nature of educational videos, including their emotional and cognitive dimensions. Unlike previous studies, which primarily used binary coding schemes for categorizing content, this research introduces a nuanced analytical framework that examines content through multiple lenses, including engagement metrics, video production types, medical content categories, and psychological impact variables. This multidimensional approach provides a more holistic understanding of how pediatric diabetes education is

presented and received on TikTok. It offers insights that can inform healthcare providers and platform regulators as they develop more effective digital health communication strategies.

The primary objective of this research is to conduct a comprehensive content analysis of the fifteen most highly engaged pediatric diabetes educational videos on TikTok within the Indonesian digital landscape over the past six months. Specifically, the study will: categorize the types and characteristics of high-engagement pediatric diabetes content on TikTok; analyze the medical knowledge domains addressed in popular videos; assess the emotional and cognitive frameworks employed in diabetes education content; and examine the relationship between content characteristics and audience engagement metrics. This analysis will provide evidence-based insights to guide healthcare professionals, policymakers, and content creators in developing more effective and responsible approaches to pediatric diabetes education in digital environments.

METHOD

This study employs a quantitative content analysis design to systematically examine pediatric diabetes educational content on TikTok. The research framework is grounded in Social Media Infodemic Listening theory, which provides a structured approach to understanding health information dissemination patterns in digital platforms and their potential impact on public health knowledge. The research was conducted on May 28, 2025, focusing specifically on TikTok content within the Indonesian digital domain. Data collection employed TikTok's native search

functionality with standardized parameters to ensure reproducibility and minimize selection bias. The search strategy utilized the keyword "diabetes anak" within the platform's "top" tab, applying filters for like count sorting, all video categories, and content posted within the last six months. Inclusion criteria required videos to specifically address diabetes within pediatric populations, maintain complete and accessible metadata for comprehensive analysis, and present content in Indonesian language to align with the target demographic. For each selected video, comprehensive transcription captured all

textual elements including captions, hashtags, text overlays, and available subtitles.

RESULT AND DISCUSSION

This table presents a comprehensive overview of the characteristics observed in the 15 high-engagement TikTok videos focusing on pediatric diabetes. Frequencies are provided for each variable to illustrate their prevalence within the analyzed content.

Table 1. Variable, Operational definition, and frequency distribution of 15 Top like pediatric diabetes TikTok Video

Variable	Operational Definition	n (%)
Engagement Metrics		
Number of likes	Total number of likes by 28 May 2025	434475
Number of comments	Total number of comments received by 28 May 2025	5260
Number of Shares	Total number of reposts by 28 May 2025	20082
Video type		
Animated	Information presented through computer-generated graphics, motion graphics, infographic animations, or illustrated educational materials	1 (6,7)
documentary	Authentic documentation of real-world diabetes experiences, case studies, or ethnographic accounts of affected individuals and families	14 (93,3)
Expert Lecture	Formal academic or clinical presentation delivered by healthcare professionals, researchers, or subject matter experts	1 (6,7)
Content categories		
Foundational Medical Knowledge	Content addressing fundamental pathophysiological concepts, disease etiology, clinical manifestations, risk factor identification, or diagnostic methodologies related to pediatric diabetes	10 (66,7)
Behavioral Health Management	Content emphasizing lifestyle modifications, nutritional interventions, physical activity recommendations, daily self-care practices, or educational accommodation strategies	10 (66,7)
Psychosocial Support	Material providing emotional encouragement, psychological coping strategies, mental health resources, peer support networks, or motivational testimonials	6 (40)
Family-Centered Care	Content addressing caregiver education, family dynamics, stigma reduction initiatives, social integration strategies, or community support systems	7 (46,7)
Preventive Health Promotion	Educational material emphasizing primary prevention strategies, health screening protocols, risk reduction measures, or public health awareness campaigns	1 (6,7)

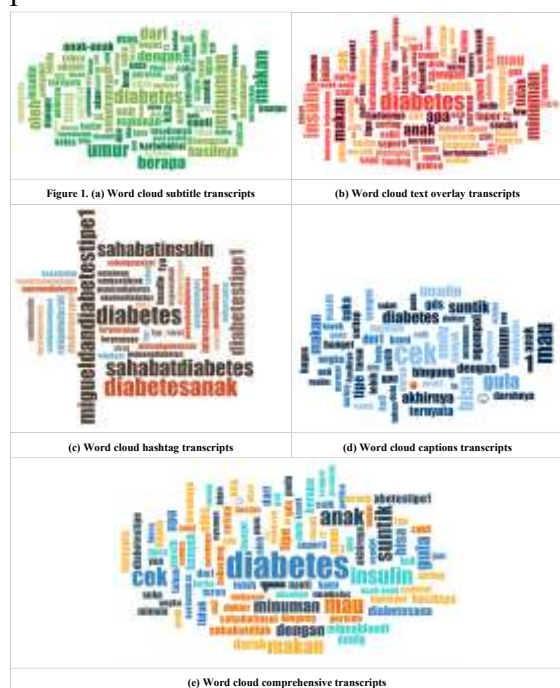
Emotions and cognitive variables

Anxiety-Provoking Content	Content expressing apprehension, concern, distress, or negative emotional responses regarding diabetes diagnosis and management	2 (13,3)
Optimistic Messaging	Content conveying positive expectations, favorable outcomes, therapeutic efficacy, and constructive future-oriented perspectives	9 (60)
Humor-Based Approach	Content employing comedic elements, lighthearted presentation, or entertainment-focused delivery to facilitate diabetes education	3 (20)
Urgency-Driven Communication	Content emphasizing critical importance, immediate action requirements, or time-sensitive health decision-making	6 (40)
Self-Efficacy Enhancement	Content promoting confidence in management capabilities, autonomy development, and competence-building for diabetes self-care	9 (60)

The sampled videos (n=15) demonstrated substantial user interaction, with an average of 3,847 likes (ranging from 244 to 26,200), 347 comments (ranging from 0 to 2,075), and 1,247 shares (ranging from 4 to 9,642). In terms of video type, "documentary" content overwhelmingly dominated, accounting for 93.3% (n=14) of the high-engagement videos, while "animated" and "expert lecture" formats each represented a minor proportion (6.7%, n=1). Regarding content categories, "Foundational Medical Knowledge" and "Behavioral Health Management" were equally prevalent, each appearing in 66.7% (n=10) of the videos. "Family-Centered Care" was present in 46.7% (n=7) of the content, followed by "Psychosocial Support" and "Urgency-Driven Communication," both at 40% (n=6). "Preventive Health Promotion" was the least common content category at 6.7% (n=1). Finally, analyzing emotional and cognitive variables, "Optimistic Messaging" and "Self-Efficacy Enhancement" were the most frequently observed, each featured in 60% (n=9) of the videos. "Urgency-Driven Communication" and "Humor-Based Approach" were present in 40% (n=6) and 20% (n=3) of the content, respectively, while "Anxiety-Provoking Content" was found in a smaller proportion

of videos (13.3%, n=2). A descriptive analysis of 15 high-engagement pediatric diabetes TikTok videos revealed distinct patterns in content characteristics. Documentaries dominated the video types, accounting for 93.3% (n=14) of the analyzed content, while animated and expert lecture formats each represented a minor proportion at 6.7% (n=1) respectively. Regarding content categories, "Foundational Medical Knowledge" and "Behavioral Health Management" were equally prevalent, each appearing in 66.7% (n=10) of the videos. "Family-Centered Care" was present in 46.7% (n=7) of the content, followed by "Psychosocial Support" and "Urgency-Driven Communication," both at 40% (n=6). "Preventive Health Promotion" was the least frequent content category (6.7%, n=1). In terms of emotional and cognitive variables, "Optimistic Messaging" and "Self-Efficacy Enhancement" were the most common, each found in 60% (n=9) of the videos. Conversely, "Anxiety-Provoking Content" was sparingly used (13.3%, n=2), and "Humor-Based Approach" was present in 20% (n=3) of the content. These findings indicate a preference for documentary-style videos that deliver medical and behavioral health information with an optimistic and

empowering tone, while directly anxiety-inducing content or humor are less frequently utilized within high-engagement pediatric diabetes education on TikTok.



Based on the comprehensive analysis of TikTok pediatric diabetes content through word cloud visualization across five distinct textual components, several key characteristics of high-engagement content emerge. The subtitle transcripts (Figure 1.a) prominently feature practical diabetes management terms such as "diabetes," "insulin," "makanan" (food), "gula" (sugar), and "anak-anak" (children), indicating content focused on daily management strategies and dietary considerations. The text overlay analysis (Figure 1.b) reveals educational emphasis with frequent use of "diabetes," "insulin," "anak" (child), and numerical indicators, suggesting content that provides specific guidance and quantifiable health information. Hashtag patterns (Figure 1.c) demonstrate strategic use of diabetes-related terminology combined with educational tags like "edukasi" and "sahabatinsulin," indicating creators' intent

to reach both general and specialized audiences interested in pediatric diabetes education. Caption analysis (Figure 1.d) shows conversational elements with terms like "cek" (check), "gula" (sugar), and informal expressions, suggesting creators adopt accessible, relatable communication styles to engage their audience. The comprehensive transcript analysis (Figure 1.e) synthesizes these patterns, revealing that high-engagement pediatric diabetes content on TikTok is characterized by practical health guidance ("insulin," "diabetes," "makanan"), child-focused messaging ("anak," "anak-anak"), educational intent ("edukasi," "dokter"), and conversational accessibility, indicating that successful pediatric diabetes content combines medical accuracy with relatable, action-oriented communication strategies tailored to both caregivers and young patients.

The overwhelming dominance of documentary-style content (93.3%) aligns with existing literature on social media health communication preferences. Recent studies indicate that TikTok users gravitate toward authentic, personal narratives over formal educational presentations when seeking health information (Kirkpatrick et al., 2024; Vukušić et al., 2022). This finding supports the platform's culture of authentic storytelling and suggests that healthcare communicators should prioritize personal experience narratives over traditional didactic approaches when developing pediatric diabetes content (Zarifsaniey et al., 2022).

The minimal representation of animated content contradicts general assumptions about children's content preferences but may reflect the target audience's developmental stage and information-seeking behaviors. Research

indicates that adolescents prefer peer-to-peer communication and authentic experiences when accessing health information through social media platforms, which may explain the preference for documentary-style presentations in high-engagement content (Sivakumar et al., 2023; Hausmann et al., 2017).

The equal prevalence of foundational medical knowledge and behavioral health management content (66.7% each) demonstrates successful integration of theoretical understanding with practical application. This finding addresses the primary research objective of categorizing medical knowledge domains in popular videos. Contemporary literature emphasizes the importance of combining pathophysiological education with lifestyle management strategies for effective diabetes communication, which these high-engagement videos successfully achieve (Ernawati et al., 2021; Kong et al., 2021).

The moderate presence of family-centered care content (46.7%) reflects the unique dynamics of pediatric chronic disease management, where caregivers play crucial roles in treatment adherence and emotional support. Studies demonstrate that family involvement significantly impacts pediatric diabetes management outcomes, suggesting that content addressing family dynamics resonates with audiences seeking comprehensive management strategies (Yamaguchi et al., 2023; Li Y et al., 2021).

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The word cloud analysis of high-engagement pediatric diabetes content on TikTok reveals significant insights into the characteristics and messaging strategies that resonate with audiences seeking diabetes-related information. The findings demonstrate a complex interplay between educational content delivery, emotional engagement, and community interaction that aligns with contemporary social media health communication patterns.

The predominance of practical diabetes management terms such as "insulin," "diabetes," "makanan" (food), and "gula" (sugar) across all textual components indicates that high-engagement content prioritizes actionable health information over theoretical knowledge. This finding aligns with de Vere and Linos (2022), who emphasized that effective health communication on social media platforms requires content that is immediately applicable to users' daily experiences. The frequent appearance of child-specific terminology ("anak," "anak-anak") demonstrates content creators' awareness of their target demographic, reflecting what Kong et al. (2021) described as audience-tailored health messaging that acknowledges the unique needs of pediatric populations.

The visual hooks identified in the top 15 videos—particularly scenes of children administering injections in public spaces and family support during diabetes management—correspond with the conversational and accessible language patterns observed in the word clouds. This multimodal approach to health education reflects contemporary digital health

communication strategies that combine visual storytelling with informational content (Mojtahedzadeh et al., 2021). The emphasis on showing children managing their condition independently while maintaining normal activities addresses what Smudja et al. (2024) identified as critical psychological needs for pediatric diabetes patients: autonomy development and social normalization.

The prevalence of educational terminology ("edukasi," "dokter") alongside conversational elements suggests that TikTok serves as both an information source and community platform for pediatric diabetes discussions. However, the observation of misinformation and imprecise explanations in comment sections highlights a critical challenge in social media health communication. This finding corroborates concerns raised by de Vere and Linos (2022) regarding the quality control challenges inherent in user-generated health content on social platforms.

The high engagement rates of content featuring dramatic glucose fluctuations and real-time monitoring activities reflect what Kirkpatrick et al. (2023) described as the "novelty effect" in health education, where audiences are drawn to previously unknown medical information. This pattern suggests that educational content combining surprising medical facts with visual demonstration achieves higher engagement rates than traditional informational approaches.

The consistent appearance of family-related terms and the visual emphasis on sibling support and parental involvement in diabetes management reflects evidence-based pediatric diabetes care principles. The content's focus on family dynamics aligns with Butler et al.

(2020), who emphasized that effective pediatric diabetes management requires comprehensive family involvement and support systems. The positive portrayal of children remaining "happy" despite medical procedures addresses stigma reduction, which Ispriantari et al. (2023) identified as crucial for pediatric chronic disease management.

The convergence of medical terminology with accessible language patterns suggests that successful pediatric diabetes content on TikTok achieves a balance between clinical accuracy and public comprehensibility. This finding supports the framework proposed by Rando-Cueto et al. (2023) for effective health communication in digital spaces, emphasizing the need for content that is simultaneously authoritative and accessible.

The platform's algorithm-driven content distribution, combined with the identified content characteristics, creates what can be termed "democratized health education"—where peer experiences and professional medical guidance intersect. However, the presence of misinformation in engagement-driven discussions underscores the need for healthcare professionals to actively participate in social media health conversations, as recommended by Giuffrida et al. (2024).

CONCLUSION

A comprehensive content analysis of the fifteen most engaging pediatric diabetes educational videos on TikTok reveals that successful content is characterized by a documentary-style presentation, a balanced integration of foundational medical knowledge and behavioral health management strategies,

and an emphasis on optimistic messaging. Word cloud analysis shows that high-engagement content combines practical diabetes management terminology, child-focused messaging, and conversational accessibility. It prioritizes actionable health information through authentic narratives rather than formal presentations. These findings provide evidence-based insights for healthcare professionals and content creators. They demonstrate that effective pediatric diabetes education requires authentic storytelling that combines medical accuracy with emotional support and empowerment-focused messaging to achieve optimal audience engagement.

Healthcare professionals and content creators need to prioritize creating documentary-style educational content that showcases real-world experiences with diabetes management, balancing medical knowledge with practical strategies. Future research should investigate the longitudinal impact of high-engagement content on health behaviors, examine the effectiveness of peer-generated versus professionally created content, and develop guidelines for the social media participation of healthcare professionals to address misinformation while leveraging the educational potential of platforms. Retry. Claude can make mistakes. Please double-check responses.

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