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SOCIAL SUPPORT FOR HEALTH ON INSTAGRAM: A DIGITAL ETHNOGRAPHIC STUDY

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ABSTRACT

Social support practices are changing due to the presence of social media. Offline social support is marked by physical presence, while the presence of online support is through comment interactions that occur, including regional heads who are exposed to COVID-19. This article aims to explain online social support in interactions through uploads and comments on Instagram. The concept used is online social interaction and support. This research applied digital ethnography methods with online participant observation data collection techniques. The subject studied was the Instagram account @bimaaryasugiarto. The research results show that online social support appears in uploading and commenting activities. These results also confirm the three types of support that occurred, namely, informational, experiential, and emotional support, along with the

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four factors in emerging social support. The reactions and postings on Instagram contribute to forming many types of social support, namely online social support for health.

INTRODUCTION

The World Health Organization (WHO) announced that the spread of the Corona/Covid-19 outbreak is a pandemic that has emerged in various countries. (CNN Indonesia, 2020). As of March 31, 2020, 201 countries were affected by the spread of the COVID-19 pandemic, with 804,073 confirmed positive cases, 39,074 deaths, and 172,435 recoveries (Wordometer, 2020). In Indonesia, the number of positive COVID-19 cases from the first case announced on March 2 until March 31, 2020, was spread across 32 provinces. There were 1,528 confirmed positive cases, with details of 1,311 being treated, 81 recovering, and 136 people dying.

Of the total number of people who were positively exposed to COVID-19, there were a number of public figures, world and Indonesian political figures from government elements, politicians, medical personnel, athletes, and artists who were exposed to COVID-19, including the British Prime Minister - Boris Johnson, Nadine Dorries - British Minister of Health, Masoumeh Ebtekar - Vice President of Iran, Salvatore Farina - Chief of Staff of the Italian Army, Iraj Haririchi - Deputy Minister of Health of Iran; Football athletes - Paolo Maldini and Paulo Dybala (Berty, 2020), to academics and celebrities such as Tom Hanks, Rita Wilson, Olga Kurylenko, Idris Elba, Kritohivu, and Chancellor of Harvard University, Lawrence Bacow. In Indonesia, several government officials, such as the Minister of Transportation, Budi Karya; the Mayor of Bogor, Bima Arya Sugiarto; the Deputy Mayor of Bandung, Yana Suryana; and several celebrities, such as Andrea Dian and Detri Warmanto were also exposed to COVID-19. Kompas media noted that at least throughout 2020, there were 17 celebrities and 13 political figures confirmed as affected by the virus (Adzani, 2020; Mario, 2020).

These prominent figures openly announced on their social media accounts that they were affected by the virus. For example, the British Prime Minister revealed that he tested positive for COVID-19 through his Twitter account; international celebrities like Tom Hanks and his wife, Rita Wilson, announced they had been exposed to COVID-19 on Instagram account

@tomhanks. In Indonesia, there are @bimaaryasugiarto, the Mayor of Bogor, the Regent of Karawang @cellicanurachdiana, and @andreadianbimo, an entertainer who confirmed that he tested positive for COVID-19 via Instagram (Islamy, 2020). Several figures did the same thing, informing that they had been confirmed positive for COVID-19 via social media accounts. They share writing, photos, and videos with hashtags and descriptions supporting the information. Many followers received uploads and reactions, apart from liking or sharing some comments, which marked the interactions.

Comments are a communication interaction on social media accounts, including Instagram. Comments as a characteristic of interaction in virtual communication via social media (Bonilla et al., 2019; Russmann & Svensson, 2017). De Choudhury and Kiciman (2017) revealed that language is a means of social support. Therefore, it can be said that language used in the comment columns symbolizes online communication interactions among its users. Some observations showed that most public or prominent figures who uploaded information received several likes, comments, and shares from their followers. In the context of this research, figures have large numbers of followers and use Instagram as a means of interaction and information sharing.

The interaction of the characters in this research phenomenon begins with sharing uploads containing information about the characters to followers on Instagram. Instagram has become a virtual environment and a support for communication activities carried out (Sakti & Yulianto, 2018). Instagram is used as a medium for sharing information because it is considered fast, easy to access, and reaches a large, broad, and heterogeneous audience of followers (Maryolein et al., 2019). Instagram provides comments with the upload process and reactions available as interactions. Davide et al. (2002) state that interaction occurs in virtual space through technological support.

The public figures mainly convey information about themselves being exposed to COVID-19 in videos or captions, one or both. Meanwhile, from this type of information, their followers responded by posting comments containing expressions of support, prayers for a speedy recovery, information on medications, and their past experiences with COVID-19. Such information and reactions that occur in the social media space are called social support that

arises in interactions via social media called Online Social Support (OSS) (Davide et al., 2002; Lin & Kishore, 2021).

OSS can be reflected in posts and responses submitted on internet forums or social media accounts; in this matter, Instagram is one of the popular applications. On March 20, 2020, Bima Arya, then the Mayor of Bogor, uploaded a one-minute-thirty-eight-second video informing that he had been exposed to COVID-19. Apart from the information, the video was also equipped with captions and explanations. His posting on @bimaaryasugiarto received many reactions from the number of views, likes, and comments that portray social support for health and well-being.

Therefore, this research aims to describe OSS through uploads and comments on Instagram accounts. The research maps online social support based on Lin dan Kishore's (2021) three types of OSS, namely (1) information support, (2) emotional support, and (3) experiential support, especially in the context of health through interaction. Several studies look at social support from the aspect of what is received and felt by the person receiving support for recovery, looking at social support and stress levels (De Choudhury & Kiciman, 2017). Johnson (as cited in Ozbay et al., 2007) explains that social support is beneficial for mental health. Aryani et al. (2022) and Rustono et al. (2021) also explained that social support influences the anxiety of COVID-19 patients. These studies focus on social support as seen from the experiences of individuals who receive it. At the same time, this research's objective is to explore interactions on posts and comments provided by asking how OSS occurred in interactions via Instagram social media.

CONCEPTUAL FRAMEWORK

According to Lin and Kishore (2021) OSS is social support in the technological era, which involves exchanging verbal and nonverbal messages. OSS is characterized by an online presence that is reflected through the user's account or identity (Rachmawati, Ainun; Nurhamida, 2018). The media facilitate online social support; social media is one of the interaction spaces that gives birth to online social support (Sakti & Yulianto, 2018).

Social support is available in supportive social networks, such as family, friends, or colleagues,

including strangers, such as social support in the Instagram space (Wardani & Arifin, 2021), a characteristic of social media that reaches a broad audience. Suteja et al. (2023) mention that Instagram has effectively fostered social support for parents of children with special needs. Previous research findings present that women with children have used Instagram to connect and build mutual online support (Arindita et al., 2021; Noviani & Wijayanti, 2022; Tjajadi et al., 2021). Rustono et al. (2021) also highlighted the necessity for OSS amidst the COVID-19 pandemic, which has limited in-person interactions. Instagram facilitates online social support in the form of delivered discussions.

Unlike social support, online social support does not require physical presence, which usually occurs face-to-face. According to Cohen and Symne (1985), there are several factors supporting the occurrence of social support, including (1) Provider of Social Support, (2) Type of Social Support, (3) Recipient of Social Support, and (4) Duration of Social Support. Meanwhile, Lin and Kishore's social support types are Information Support, Emotional Support, and Experience Support.

OSS occurs in various contexts, namely law, politics, economics, sports (Ehrlén & Villi, 2020), and health (Ozbay et al., 2007). In a legal context, for instance, support is related to someone experiencing a legal case, support is related to political movements carried out by politicians, and support is associated with the economy, including social support in the health context (Andalibi et al., 2017; Umberson, Derba; Montez, 2010).

Social support from family and relatives plays a role in triggering the recovery of COVID-19 patients (Wardani & Arifin, 2021). The patient's experience of the social support they receive becomes a significant strength for the patient so that he can recover (Ran, 2020). Related to the health and well-being field, social support plays a crucial part in educating parents about the health rights of their children with special needs (Suteja et al., 2023). It is evident that social support plays a significant part in individual health. Therefore, the benefits of social support from friends in the real world are the same as those of virtual friends (Rachmawati, Ainun; Nurhamida, 2018). Online social support is crucial to increase the possibility of reducing psychological distress during the COVID-19 outbreak, as Rustono et al. (2021) emphasized.

METHODOLOGY

This qualitative research utilized digital ethnography method. It is an alternative method of choice that allows researchers to conduct geographically limited but digitally possible ethnographic research (Airoldi, 2018; Góralaska, 2020; Kaur-Gill & Dutta, 2017; Murthy, 2008). It is also known as the "Anthropology from Home" or digital ethnography (Airoldi, 2018; Góralaska, 2020; Kaur-Gill & Dutta, 2017; Murthy, 2008). Digital ethnography is commonly used to study society and culture in digital spaces—on the Internet, online, without the need to travel. A digital site can consist of anything made from the web—text, video, images, platform infrastructure, user behavior, social relationships, or information networks. (Airoldi, 2018; Góralaska, 2020; Kaur-Gill & Dutta, 2017; Murthy, 2008). Thus, digital ethnographies tend to be shorter than non-digital ones because more data can be collected in a shorter time.

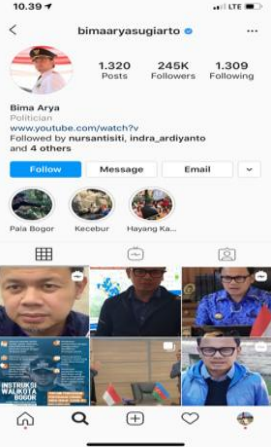
The data collection technique was online participant observation; it is a data collection technique in digital space (Airoldi, 2018; Góralaska, 2020). Participant observation was carried out by considering the ethics of online data collection (Airoldi, 2018; Góralaska, 2020; Kaur-Gill & Dutta, 2017; Murthy, 2008)The online participants were initially warned about ethical limitations in research using online participant observation collection techniques. The researchers understood that public content on social media or the Internet is content that the public can access. This acknowledgment is necessary because content uploaded to a digital private space cannot be observed unless permission is obtained from the user. The researchers also set time limits for observations to ensure a timely data collection process.

The online participant observation was carried out in the context of this research is online participant observation using the three stages (Brotsky & Giles, 2007; Murthy, 2008; Taylor & Bogdan, 1984, as cited in Myers, 1987). The first stage is *the induction phase*, where the researcher builds a plausible charm to gain access. The second phase is *the interaction phase*, where the researcher enters society as a reasonable member. The third phase is the *exit-and-post-engagement phase*, where the researcher reflects on his experience and collects data, for example, through follow-up interviews.

This current research opted for Bima Arya Sugiarto's account on Instagram under the username @bimaaryasugiarto to be one of the accounts that provided positive information

about COVID-19 after comparing it with five other figures who simultaneously announced positive information about COVID-19 between March 2020 and May 2020. In the induction process, the researchers, through personal social media accounts, were involved by following the @bimaaryasugiarto account and then interacting by giving likes. The researchers then participated by watching and observing uploads related to the contents of the uploaded messages and identifying them. The observation of the contents included comments, reactions, and postings from the account owner. The next phase is the initial identification of the data collection results (see Table 1).

Table 1. Research Object

	Account name	@bimaaryasugiarto
	Account Owner	Wali Kota Bogor
	Profile Bio	Politician
	Number of Posts	1320 Posts
	Number of Followers	245K
	Number of Following	1309
	Link	tps://www.instagram.com/tv/B9708D4JyeH/?igshid=YmMyMTA2M2Y=

Source: Data Profiling from Instagram @bimaaryasugiarto as of March 2020

The analysis was carried out using Thematic Analysis. Thematic analysis is used to identify patterns or find themes through data researchers have collected. This type of analysis is the basis or foundation for analyzing purposes in qualitative research (Holloway & Todres, 2003, as cited in Heriyanto, 2018). Based on the research objectives related to OSS through uploads and reactions in comments, the research data classification concerns the interactions of the @bimaaryasugiarto account in the uploaded posts from the account owner and their reactions through comments.

FINDINGS AND DISCUSSION

A number of figures who have Instagram accounts have admitted and shared information about being exposed to COVID-19 through the media they own. The Mayor of Bogor is no exception; they shared information about his exposure to COVID-19 via his account,

@bimaaryasugiarto, on Instagram. Table 1 shows that the account owner is a politician with 245K followers and 1,309 followers. This account has 1,320 posts.

Interactions on Instagram Posts

Based on the online observation, the account shares information about his activities as the Mayor of Bogor and his family activities. Some of @bimaryasugiarto's uploads contain information on the mayor's programs, community, political, economic, and health activities. Since the pandemic began, information on the @bimaaryasugiarto social media account is dominated by health-related information; every message uploaded includes a message asking people to keep their distance, wear masks to avoid COVID-19, wear masks, keep their distance to reduce the spread of COVID-19. During the data collection period, the information was related to his exposure to COVID-19 and prayers for healing.

On March 20, 2020, the account uploaded information in the form of a 1.38-second video, where the footage contained Bima Arya as the Mayor of Bogor, informing that he had been exposed to COVID-19; apart from the information, it was also equipped with captions and explanations. The video post received plenty of reactions through views, likes, and comments. A total of 54,7761 views and likes, with the addition of 10,804 comments. The post received many reactions relating to OSS. These posts were then categorized into three different parts: Captions, Video Content Descriptions, and Reactions to Comments.

The Captions

The video upload on @bimaaryasugiarto's account begins with a written caption explaining information about him being exposed to COVID-19. The caption is as follows:

Let's fight! Bogor residents, who I really love. The test results showed that I was positive for Covid-19. Please pray, and I pray for everyone to be given good health always. God willing, we will fight together to face this, Corona. Follow government advice. Take care and keep your distance. Let's fight and hope for the best! Keep optimistic!" A caption is a form of information; in the caption, @bimaarya greets the residents of Bogor. Then, he explained that he had been positively exposed to COVID-19, asked for prayers and prayers for all Bogor residents, and appealed to the public to consistently maintain distance and maintain health in the context of COVID-19.

The Video Content Descriptions

The video was uploaded by the account @bimaaryasugiarto and lasted 1.38 seconds. The transcription of the video is as follows:

"Assalamualaikum warahmatullahi wabarakatuh. Residents Bogor, whom I really love, this afternoon via telephone. The governor of Answers contacted me to convey the results of the COVID-19 test that I underwent two days ago, and I was declared positive. Of course, even though there were no significant symptoms, only a small cough, I decided to follow all the protocols and procedures for self-isolation and fully trusted the Bogor City Regional General Hospital to handle this. I urge all Bogor residents to take care of their health, be careful, keep their distance and, take care of themselves, and don't go out of the house if it's unnecessary. I also entrust the handling of COVID-19 in Bogor to the deputy mayor, Kang Deddy Rahim, and all levels of the city government. The main thing is that we will continue to work hard as optimally as possible to ensure that our efforts ensure that we handle Covid 19 in the city of Bogor optimally. Bogor residents, COVID-19 can affect anyone, but many have recovered from this virus, so remain optimistic but always be careful. Take care and keep your distance. I ask everyone to pray for me and my family. God willing, we will be strong / and I also pray that Allah SWT will give all Bogor residents health. Thank You. Please pray. Wass"

Based on the transcript, there are several categories of information contained in the video content, namely: (1) *Personal Information* related to an explanation about himself as mayor and experiencing exposure to COVID-19; (2) *General Information* related to information about the pandemic situation in the area under management, including the handling that occurs; (3) *Hope, Support, and Trust* that has to do with information about his hopes regarding COVID-19 and prayers for the recovery of exposed residents; (4) *Advisory Information* related to recommended activities for residents, including maintaining distance wearing masks and asking for blessings.

Reaction via Words and emojis in comments.

The upload posted by @bimaaryasugiarto received a response from his followers. A total of 10,804 followers out of a total of 245,000 followers. The reaction is written in the comment column; comments are given with various expressions of words. Based on online observations carried out during March 2020, followers' expressions in the comment column can be

classified based on three expressions, namely expressions of hope and prayer marked with "hope" and "hopefully." Some of the followers' comments included, "I hope you get well soon...," "Hopefully you get better soon," "I hope you recover quickly," and "I hope the guardian gets well soon." Several other followers also responded to the post by writing, "Hopefully you get well soon, bro @bimaaryasugiarto" and "Get well soon, sir," or "Syafakillah Kang Bima," "Hope anxiously waiting for news sir." "Hopefully, you get well soon... sir," "I hope you get well soon, sir," "you get well soon, no wonder I've never seen your status," "I hope Kang Wali recovers quickly and can help the community again...amen 3x..."

Apart from the expressions of hope and prayer explained, some followers upload expressions in the comment column, including those who provide information about themselves and have also experienced positive COVID-19. Some provide information about their experience of being exposed to COVID-19, the drugs they use, and how long it takes. Healing process. This is related to the expression of experience.

The followers responded by reporting citizen activities, especially those related to handling COVID-19, namely (3) Report Expressions. Residents informed the crowd that they were not implementing health protocols and that health service activities for handling COVID-19 were not optimal, including reports regarding the development of COVID-19 in the follower's living area.

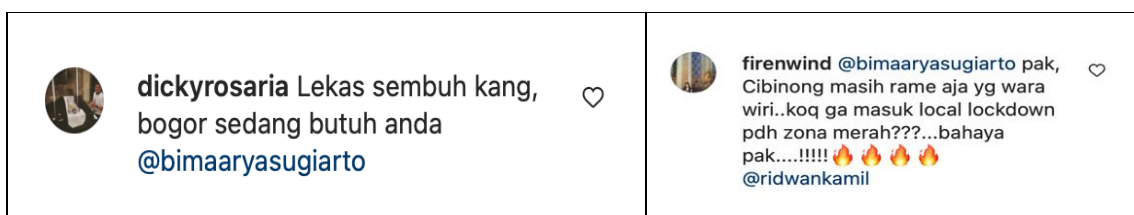


Figure 1. Some examples of comments from users

Table 2. Information of Classification in Posts and Reactions

Upload	Information
(1) Personal Information	Relating to the uploader's personal information
(2) General Information	Concerning information regarding the general situation in the context of Covid 19
(3) Support, hope and trust	Relating to support for medical personnel, the community, and trust in the community and medical personnel to be able to face the situation
(4) Prayer and praying	Give prayers to the community and pray for the community.
Reaction	Information

(1) Prayer and Trust	Providing prayers to the uploader, and trust support regarding handling the covid situation.
(2) Expressions of Experience	Provide information about what you have experienced in dealing with COVID-19 to recover.
(3) Report information	Provide information about environmental events.

Source: Researchers' Classification Results

Emoticons, in addition to word descriptions, play a significant role in depicting reactions based on the results of our observations. They serve as a tool to emphasize the information and support provided. In the video, this is evident in the mimicry or facial expression of @bimaryasugiatro. Here are the emoticons that underscore their importance:

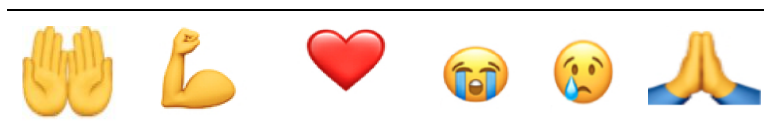


Figure 2. Supporting emoticons in @Bimaryasugiaro interactions

Based on research observations, the expressions in the comment column, such as words and emojis, are formed in the following interaction pattern, as shown in Chart 1. Chart 1 indicates that the interactions formed can be seen from the interaction process, information content, and party involvement.

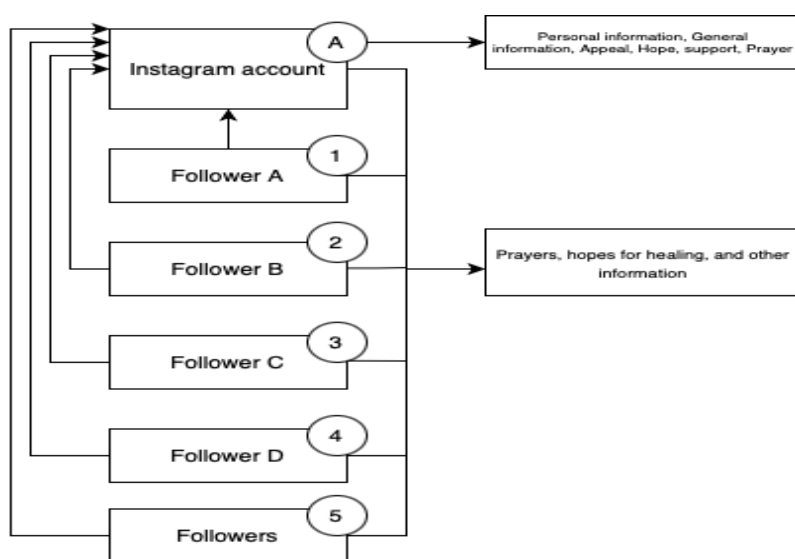


Chart 1. Upload and comment patterns on social media

Note: a. (A) Uploader; b. Number (2), (3), (4), (5) Reactors

First, the *Interaction Process*: the interaction started when the account @bimaaryasugiarto's (herewith labeled as A) upload contained information that the account owner had been exposed to COVID-19 and received many reactions from other users. The interactions between the account and its followers and patterns of interaction arose. Then, the upload received reactions from several followers on the Instagram account @bimaaryasugiarto (Followers 1, 2, 3, 4, and 5) on the chart. These followers provided reactions and responses regarding @bimaaryasugiarto's upload. There are some notes on the interactions carried out, such as the interactions that occur not only between the uploader and its followers but also between its followers in the comment section. Several data were found; for example, Follower 1 commented on comments from Follower 2 or vice versa. Reactions are not only in the form of words in comments but also in Like buttons or emojis.

The party's involvement in this interaction is marked by the upload of information by the account that is the source of the information on Instagram. In the context of this account, interactions are established to achieve the goal of disseminating information. Observation results found that the sender and recipient shared similar characteristics. In certain situations, the sender receives social support and sends social support, as @bimaaryasugiarto did by asking for and receiving prayers from the followers and giving blessings to the followers.

Online Social Support for Health

OSS became known in the context of social media, (Lin & Kishore, 2021). Social health support can take the form of support for someone to recover from the illness they are experiencing (De Choudhury & Kiciman, 2017). This social support is beneficial for mental health in particular, health in general (Hu, 2019; Ozbay et al., 2007).

OSS occurs in various contexts: legal, political, economic, sports (Ehrlén & Villi, 2020), and health (Andalibi et al., 2017; Ozbay et al., 2007). A variety of messages characterizes the context of health support. The research results found that in this research online support for health is reflected in social media interaction spaces on Instagram and written in comments, such as messages to comply with health protocols, social distancing messages, messages for

drug information, messages for healing, and messages of hope for maintaining health. The social support that occurs in online social support for health is obtained from those closest to you, family, known people, and even unknown people. This is related to social media characteristics, which reach a broad and heterogeneous audience.

Several factors influence the occurrence of OSS. Cohen and Symne (1985) stated that there are four factors related to online support: (1) Giver of social support, (2) Type of support, (3) Recipient of support, and (4) Duration of providing support. This factor is part of the online support process and interactions that occur on social media accounts, as follows:

1. *Givers of Support.* Givers of support also receive support. The support provider is the party that provides support to another party; in the context of online support, the support provider is the party that, apart from receiving, also provides support. This is illustrated by online observations made. When information related to the context is uploaded or posted, reactions also arise from the support provider; in this research, for example, when there is support, they are expected to "stay healthy, and keep your distance so that we avoid being exposed to Covid, and I pray that those who are sick also always heal" reactions of support also came from other parties.

Among other things, the support received by followers who provide online support also receives supportive comments from other parties. Or other followers. Hence, those who give support on social media through uploads also receive social support through comments. Givers of support through comments also get other social support from followers or users.

2. *Types of Support.* From an online perspective, online support occurs in the form of verbal and nonverbal communication, and this current research has proven that the three types of online support available (Lin & Kishore, 2021) as follows:

a. *Information Support:* This support is reflected in followers' reactions to the uploader's Instagram account—information relating to medicine, prevention, and anticipation to stay healthy without exposure to COVID-19.

- b. *Emotional Support*: This support describes the care others give through comments. It reflects the individual getting attention from other people through the comments so that they feel not alone.
 - c. *Experience Support*: This support includes information about other people's experiences related to what the uploader is experiencing. In this context, information about the experiences of people who have experienced it is written through comments.
 3. *Recipient of Support*. Classification of givers and recipients of social support occurs in this context, and all parties can give and receive social support. It is essential to note that interaction begins with the context of the upload being submitted. For example, posts about illness. Recipients include followers, consisting of family, friends, co-workers, and strangers (Longest & Kang, 2022). This happens because of the interactions available in online social networks.
 4. *Duration of Support*. Duration of social support refers to the length of time social support is received or provided by the giver and recipient of support. Based on observations, the duration of support on Instagram social media accounts only lasts for a while, usually after the information is uploaded. However, OSS can be a foundation for offline social support. For example, someone who encourages healing through the comment column until he comes to meet directly with the recipient of social support. These results strengthen the notion that online social support can create empathy and real social support for support recipients (Nambisan, 2011).

These varied forms of support collectively foster a community spirit and a sense of unity among individuals encountering comparable difficulties.

CONCLUSIONS

The advent of social media has transformed the landscape of social support, particularly in the context of health. The practice of social support has evolved with the rise of online social support (OSS), which occurs through platforms like Instagram in the form of posts and reactions. This study, focusing on the Instagram account of Bima Arya Sugiarto, the Mayor of

Bogor, during the COVID-19 pandemic, provides valuable insights into how OSS manifests and operates in digital spaces. The COVID-19 pandemic, which forced people into isolation, highlighted the critical role of virtual activities in maintaining social connections and support.

Key findings from the study reveal that Instagram facilitates various types of social support, including informational, emotional, and experiential support. Informational support involves the dissemination of practical advice and health-related knowledge, while emotional support is characterized by expressions of empathy, prayers, and well-wishes. Experiential support includes the sharing of personal experiences with COVID-19, fostering a sense of solidarity and shared understanding. These interactions not only provide immediate comfort but also contribute to the mental well-being of individuals.

The dynamics of interaction on Instagram are marked by a reciprocal exchange of support, where users can both give and receive support simultaneously. This bidirectional flow underscores the participatory nature of social media platforms, enhancing the sense of community and mutual aid. The use of emojis and likes, alongside textual comments, adds layers of meaning and emotional nuance to the interactions, enriching the communication experience.

Several factors influence the occurrence of OSS, including the roles of support providers and recipients, the types of support exchanged, and the duration of support. While the immediate reactions to posts are time-bound, the impact of these interactions can extend beyond the digital space, potentially fostering offline support networks. This fluidity in roles and the broad reach of social media platforms make OSS a powerful tool for public health communication.

In conclusion, the study underscores the transformative potential of social media in providing social support for health. By facilitating informational, emotional, and experiential exchanges, platforms like Instagram can significantly contribute to public health efforts, especially during crises like the COVID-19 pandemic. The integration of OSS into health communication strategies offers a promising avenue for enhancing community well-being and resilience.

LIMITATION AND STUDY FORWARD

While the findings were presented rigorously, this research is limited to no more than one Instagram account. Thus, it has a limited dataset. Therefore, future research

should analyze diverse accounts and compare public figures based on the number of followers. Apart from that, this research was conducted in a short amount of time. The duration of the online support provided lasted only briefly and was constant, reflected in the limited data. Hence, future researchers should collect the data under a lengthy, formal study duration to provide more comprehensive datasets.

Methodologically, this research was conducted using online observation. It found patterns of interaction and online support in the health context, which may become a starting point for mapping social health support, so it is hoped that future research will examine the effectiveness of online support that researchers have found. This research is also limited to the content patterns related to online social support and has yet to cover its efficacy. Therefore, future researchers hope to find a relationship between health messages in comments and the expected social support.

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