

## The Jakarta Heart Center's (JHC) Communication Strategy for Improving Cardiovascular Health Literacy Among Young People

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**ABSTRACT**

This study aims to evaluate the communication strategies of Jakarta Heart Center (JHC) in enhancing heart health literacy among young adults, given the rising trend of cardiovascular diseases within the productive age group. The research employs a qualitative approach using a case study method. Data were collected through in-depth interviews with JHC management, observations of digital communication channels, and a review of relevant literature. The analysis is guided by Ronald D. Smith's strategic communication planning model, which consists of four key stages: (1) Research, to identify communication problems and understand the target audience; (2) Strategy, to formulate communication objectives and determine appropriate approaches; (3) Tactics, involving the selection of media, messages, and communication activities; and (4) Evaluation, to assess the effectiveness of the communication program. Findings reveal that although JHC has utilized various social media platforms such as Instagram and TikTok, its communication strategies have not been fully effective in reaching younger audiences. This limitation is primarily due to the lack of interactive and visually educational content, as well as challenges in translating technical medical information into simple narratives that are easily understood by the general public. This study contributes to the development of more inclusive and adaptive health communication strategies tailored to the media consumption behavior of younger generations. By applying Ronald D. Smith's framework, the research underscores the importance of comprehensive audience research, creative and interactive content development, and continuous evaluation to reduce the risk of heart disease from an early age.

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### INTRODUCTION

Heart and blood vessel (cardiovascular) disease remains the deadliest global health threat, including in Indonesia (World Health Organization, 2025; World Heart Federation, 2021). A concerning phenomenon today is the demographic shift in heart disease prevalence, which is increasingly affecting younger and productive-age populations (Muharram et al., 2024). Sedentary lifestyles, unhealthy diets, and high levels of stress in urban areas are the main risk factors (Wu et al., 2024). However, the biggest challenge in overcoming this problem lies not only in the medical aspect, but also in the low level of heart health literacy among the younger generation. A lack of understanding regarding early prevention and symptom recognition often leads to fatal delays in seeking medical treatment.

Jakarta Heart Center (JHC), as one of the leading cardiovascular healthcare institutions, plays a strategic role in bridging this information gap (Jakarta Heart Center, 2023). However, to reach younger audiences with highly dynamic media consumption patterns, communication strategies are needed that go beyond merely providing conventional medical information

(Alzubi, 2023; Asad & Parker, 2025; Kisa & Kisa, 2024; Owilla et al., 2023). Health literacy is not only about the ability to read information, but also the ability to understand and use that information to make decisions related to cardiovascular health (Nutbeam, 2000). Without an effective communication strategy, health education messages risk being ignored amid the rapid flow of digital information (Smith, 2017).

Based on the results of initial observations, there are indications that health messages delivered through the JHC digital platform have not fully achieved the expected level of engagement among young audiences (Jakarta Heart Center, 2023). This is in line with the theory that health communication strategies must be contextual and adaptive to the target audience's behavior in order for messages to be effectively received (Kreps & Thornton, 1992; Smith, 2017). Recent research also confirms that the use of social media and interactive digital approaches is essential for improving health literacy among adolescents and young adults (Lim et al., 2022; Mancone et al., 2024; Dabla et al., 2024).

In the context of health communication, messaging strategies cannot be separated from efforts to encourage behavior change. One of the relevant frameworks is the Theory of Planned Behavior developed by Fishbein and Ajzen (2011), which asserts that individual behavior is determined by intentions formed through the interaction between attitudes toward behavior, subjective norms, and perceived behavioral control. Thus, the effectiveness of health communication is measured not only by the extent to which information is understood, but also by its ability to influence the psychological constructs underlying the formation of intentions and preventive actions.

Although previous literature has extensively examined the role of social media in improving health literacy, most studies still focus on the dimensions of information dissemination and exposure levels without thoroughly examining how healthcare institutions strategically design communication that adapts to the digital behavioral dynamics of younger generations, especially within the context of urban Indonesia (Nasrullah, 2020; Ventola, 2014). In addition, the integration of strategic communication approaches with behavior change frameworks remains relatively limited, leaving a conceptual gap in understanding how health messages are not only received, but also internalized and translated into real action (Wakefield, Loken, & Hornik, 2010).

This gap demonstrates the need for a more comprehensive analytical approach that evaluates communication effectiveness not only at the cognitive level, but also at the affective and conative levels (Schmitt, 2012). In other words, health communication needs to be understood as a process that not only transmits information, but also continuously shapes the audience's perceptions, attitudes, and behavioral tendencies (Kotler & Keller, 2016; Rosenstock, Strecher, & Becker, 1988).

The novelty of this research lies in several aspects. First, it integrates Ronald D. Smith's (2017) strategic communication planning model with the Theory of Planned Behavior (Fishbein & Ajzen, 2011) to provide a comprehensive analytical framework that addresses both communication processes and psychological outcomes. Second, this study provides primary empirical data from 100 young respondents and in-depth interviews with JHC management, offering insights specific to the Indonesian urban context. Third, this research identifies specific communication barriers (language complexity, low visibility, and lack of interactive content) that can be directly addressed through targeted interventions. Fourth, the

study proposes actionable recommendations grounded in empirical findings rather than generalized best practices.

Based on this framework, this study aims to evaluate the communication strategies implemented by the Jakarta Heart Center (JHC) in improving cardiovascular health literacy among younger age groups, as well as identifying communication barriers that affect the effectiveness of the process in encouraging preventive behavioral change.

The problem-solving plan in this study focuses on an in-depth analysis using Smith's (2017) strategic communication planning model. Through a qualitative approach, this health literacy issue is examined by linking field findings to the literature on digital health communication and the psychology of younger audiences (Lim et al., 2022; Mancone et al., 2024). Specifically, the Theory of Planned Behavior framework is integrated to analyze how digital content can influence audience intentions through strengthening positive attitudes toward healthy lifestyles, mobilizing subjective norms through social media, and increasing perceived behavioral control in accessing healthcare services. The working premise of this study is that improving cardiovascular health literacy among younger age groups can be achieved if JHC is able to transform technical medical information into interactive visual narratives that are relevant to today's digital lifestyle. The integration of creative educational content with the selection of appropriate media channels (such as short-form video-based social media platforms) is considered the most effective problem-solving approach to address the low level of cardiovascular health awareness among the productive-age population (Dabla et al., 2024).

## **METHOD**

This research applied a qualitative approach rooted in an interpretive paradigm, positioning the researcher as the primary instrument for understanding social phenomena holistically. The case study method enabled an intensive and detailed analysis of a specific social unit, namely the Jakarta Heart Center's communication strategy, with the aim of producing comprehensive descriptions of how health messages were produced, conveyed, and received by the target audience. Through this approach, the researcher explored participants' perspectives systematically in order to understand the dynamics of health communication within everyday social contexts.

This study referred to the Theory of Planned Behavior framework, which explains that individuals' responses to information are influenced by attitudes, subjective norms, and perceived behavioral control, all of which shape behavioral intentions (Fishbein & Ajzen, 2011). In the context of health communication, this framework was used to examine how audiences interpreted health messages and how these interpretations influenced preventive health behaviors.

The data collection process was conducted through triangulation of sources and techniques to ensure the credibility and validity of the findings. Semi-structured in-depth interviews were used to explore the motivations, perceptions, and challenges experienced by health institution managers, while participatory observation provided insights into audience engagement and communication practices across digital platforms. This approach also enabled the identification of factors influencing audience behavioral intentions, including perceptions of health risks, social influences, and confidence in taking preventive actions.

All collected data were analyzed using an interactive qualitative data analysis model consisting of data reduction, data display, and conclusion verification. The analysis was conducted continuously throughout the research process, allowing the researcher to compare field findings with strategic communication theories systematically. This approach ensured that the conclusions were grounded in in-depth interpretations of field data and contributed both theoretically and practically to the development of future health communication strategies.

## **RESULTS AND DISCUSSION**

The analysis of Jakarta Heart Center's (JHC) communication strategy in improving digital literacy about heart disease for young age groups can be described using nine steps of public relations planning by Ronald D. Smith (2017). This analysis integrates data from external questionnaires, internal interviews, expert interviews, as well as relevant communication strategies. In this context, it is important to understand how each step contributes to building a better awareness and understanding of heart health among the younger generation (Nutbeam, 2000; Lim et al., 2022; Mancone et al., 2024).

The situation analysis stage shows that although there is a high basic awareness among young people (aged 18-25 years) about the importance of heart health, the understanding is still moderate and not deep. According to the results of a questionnaire of 100 respondents, many respondents admitted that they had difficulty understanding the information conveyed, mainly because the language used was often too technical and difficult to understand. For example, many of the respondents felt confused by medical terms that were rarely heard (Nutbeam, 2000). This creates an information gap that hinders respondents from taking the necessary preventive measures. Within the framework of the Theory of Planned Behavior, this situation shows that despite the initial awareness, attitudes towards preventive behavior have not been strongly formed due to limited understanding, so the desire to take preventive measures has not been fully developed. Nevertheless, there is a great opportunity to improve heart health literacy, where the majority of respondents (86.5%) feel that more in-depth education is needed (Lim et al., 2022). This shows that there is a strong desire from the audience to understand more about this crucial health issue. Dr. Teuku Muhammad Haykal Putra, Sp.JP, from JHC, added that the increase in the number of young patients with heart disease, caused by smoking habits, unhealthy diets, and lack of physical activity, is an indication that heart health education should be a priority (Putra, 2024).

In the organization's analysis, it was found that JHC had weaknesses in the visibility of their campaigns. Data shows that 80.8% of respondents are unaware of the Jakarta Heart Center's campaign, either through social media or mass media (Jakarta Heart Center, 2023). This indicates that JHC's efforts to reach young audiences are still ineffective. These findings show that most respondents are unaware of the campaigns carried out by JHC, which indicates a lack of effectiveness in the delivery of communication messages. Within the framework of the SMCR communication model, this shows that the channels used are not yet fully effective in reaching the receiver in an optimal way. In addition, the lack of understanding of medical terms indicates that the information conveyed is not in accordance with the thinking ability of young people. In TPB, these limitations can reduce perceived control of behavior. This happens because audiences may feel less able to understand and apply the health information

they receive. This situation suggests that the main challenge lies not only in the dissemination of information, but also in the way in which messages are encoded that are not sufficiently adapted to the characteristics of the targeted audience. However, JHC's strength lies in the potential to increase the visibility of campaigns digitally. With the characteristics of an audience that is digital native, JHC has the opportunity to utilize social media platforms as a means to disseminate information (Prensky, 2001; Lim et al., 2022). In addition, JHC is recognized for having experienced doctors and well-equipped medical facilities, providing a competitive advantage in providing quality healthcare services (World Heart Federation, 2021). Nevertheless, service friendliness is still an aspect that needs to be improved to improve the overall patient experience (Parasuraman, Zeithaml, & Berry, 1988).

In the context of public analysis, JHC's target audience is young people aged 18–25 years who have strong digital habits. The majority of them use TikTok (39.5%) and Instagram (37.2%) as their main sources of daily information (Jakarta Heart Center, 2023). The results of the questionnaire showed that 73.6% of respondents were more interested in short video content, followed by podcasts and infographics. This reflects that interactive and engaging content formats are key to attracting young audiences (Lim et al., 2022; Mancone et al., 2024). In addition, respondents showed a strong interest in learning about how to prevent heart disease and recognize early symptoms, as well as a desire to be involved in disseminating such information in their social environment. These findings show the possibility of the formation of subjective norms, where the audience not only plays the role of the recipient of the message, but also as an agent of disseminating information that can affect the surrounding society. This fact suggests that there is an opportunity to develop campaigns that are not only informative but also invite active participation from the audience (Dabla et al., 2024). In addition to segmentation by age, young audiences can also be categorized through their lifestyle and health awareness. For example, individuals who care about health are usually more open to information that is educational in nature. On the other hand, those who lead a less sedentary lifestyle may need a more convincing approach and be able to relate to everyday experiences. This more specific segmentation allows JHC to craft more targeted and appropriate messages, thereby improving the overall effectiveness of communication.

The campaign strategy implemented by JHC adopts an integrated communication approach, which includes counseling and education, mass media utilization, digital media, advocacy, and partnerships (Smith, 2017). In terms of counseling and education, JHC actively organizes offline events such as talk shows and workshops that receive positive responses from participants. A tangible example of this approach is JHC's participation in Car Free Day and Fun Run activities, where they provide free health checkpoints and consultations (World Heart Federation, 2021). This effort demonstrates JHC's commitment to reaching out directly to the public and providing easily accessible health information. In addition, the distribution of educational materials in various formats, including video and print media, is also carried out to ensure that information can reach a wider audience, including those with limited internet access (Mancone et al., 2024).

The use of mass media is also an important part of JHC's communication strategy. Through strong relationships with various media, JHC regularly holds press conferences to announce new programs and important findings related to heart health. Regular programs on local television are also held to promote their services and disseminate health education to the

wider community. On the other hand, the use of digital media is carried out effectively through platforms such as Instagram, Facebook, Twitter, and TikTok. With a content strategy tailored to each platform, JHC manages to create a balance between marketing and public service. Live sessions on Instagram and YouTube involving medical specialists and health influencers are also an interactive solution for young people to interact directly and ask questions.

Advocacy and partnerships are other important aspects of JHC's communication strategy. Through ongoing advocacy programs such as "Healthy Heart Jakarta," JHC organizes a series of activities that include free health check-ups, seminars, and comprehensive digital campaigns. Partnerships with government agencies and professional organizations such as PERKI also help ensure that the educational materials delivered are accurate and trusted. In addition, collaboration with various communities, including schools and youth organizations, allows JHC to disseminate heart health information and programs more effectively.

Tactics carried out by JHC include holding seminars, uploads on social media, collaboration with local governments, and community activities. By creating a series of short videos on TikTok and Instagram Reels that discuss the prevention and early symptoms of heart disease, JHC can reach a wider audience. The results of the questionnaire also show that TikTok and Instagram are the most effective platforms for reaching audiences aged 18-25. This is reinforced by research showing that social media is a highly relevant tool for health campaigns targeting adolescents. The short video format is very suitable for the preferences of young audiences, who tend to more easily receive information in a fast and engaging format. This strategy can be explained through an engagement funnel approach which consists of three stages, awareness, engagement, and action. Short videos have a crucial role in raising awareness. However, to encourage more effective interaction and precautions, more interactive content is needed. For example, health quizzes, Q&A sessions, and storytelling based on patient experiences can be very helpful. In the SDGs, the awareness and engagement stage plays a role in the formation of individual attitudes and norms. Meanwhile, the action stage is directly related to the development of actual intentions and behaviors. Without a comprehensive reinforcement of these three aspects, achieving behavior change becomes a challenge. Without the integration of strategies at each of these stages, communication can get stuck at the level of awareness without driving significant behavioral change. Theoretically, interactive short video tactics serve as a stimulant that simplifies the decision-making process. By visualizing the ease of healthy living, this tactic directly lowers barriers to behavioral control and increases audience intent to move from mere spectators to healthy lifestyle actors.

In terms of messaging and language, it was found that "language that is difficult to understand" was the main barrier for respondents. This condition indicates a lack of creative human resources within the organization who are able to act as "translators" between rigid medical language and popular language favored by young people. The limited number of personnel who have expertise in creative copywriting and visual content production makes it difficult for JHC to transform technical information into a simple and straightforward narrative. This simplification of language also contributes significantly to increasing perceived behavioral control, as the audience will feel more able to understand and apply the information conveyed. Previous research on reproductive health campaigns has shown the

importance of using language that is relevant to young people's communication styles, so that information can be conveyed without seeming patronizing.

JHC's campaign calendar and schedule is designed to be consistent, with scheduling short video content and infographic posts on a daily or weekly basis. Special events such as live sessions or collaborations are also scheduled periodically to maintain the momentum of the campaign. In terms of budget, the main funds are allocated for content creation, paid promotions on social media, and the cost of collaboration with specialist doctors and health influencers as information dissemination agents.

Campaign evaluation is carried out quantitatively by measuring metrics such as the number of views, likes, shares, and comments on short video content. However, qualitative evaluation needs to be improved, especially in analyzing sentiment from audience comments and responses. Focus group discussions have been conducted to get in-depth input on the effectiveness of the content and topics presented.

An analysis of heart health campaigns by JHC shows that despite having a strong foundation, there is a significant communication gap between JHC's intention to educate and the reality of understanding young audiences. Research shows that although young people have a basic awareness of heart health, their understanding is still shallow due to language constraints and limited information sources (Nutbeam, 2000; Lim et al., 2022). JHC as a source of information has high credibility, but the visibility of the campaign is still low (Jakarta Heart Center, 2023). This indicates that there are problems in the communication process that make the message not reach the audience effectively.

Looking further at how the heart health campaign carried out by JHC in educating young age groups, persuasive communication is needed to change behavior. The SMCR (Source-Message-Channel-Receiver) communication model by Berlo (1960) can be used to analyze the findings in more depth. Although young people already have a basic awareness of heart health, their understanding is still lacking. JHC needs to repackage campaign messages into more engaging formats and optimize the digital channels that are most frequently used by target audiences, such as TikTok and Instagram (Mancone et al., 2024).

The evaluation conducted by JHC shows that the measurement of campaign success is carried out quantitatively, but has not analyzed the sentiment of audience comments as feedback. This feedback process is critical to understanding how well the message is being received by the target audience and whether any behavioral changes are occurring (Dabla et al., 2024). This evaluation is expected to recognize changes in attitudes, subjective norms, and the perception of self-control of the audience as signs of the formation of an intention to behave. Experiential approaches, such as real stories from patients, are considered more effective for conveying messages about the early symptoms of heart disease, as people tend to find it more difficult to understand statistical data (Green, 2006). As such, JHC must continue to adapt and improve its communication strategy to ensure that heart health messages are well received and understood by young audiences.

## **CONCLUSION**

This research concluded that the Jakarta Heart Center's (JHC) communication strategy for improving cardiovascular health literacy among young people faced significant challenges despite demonstrating considerable potential for growth. The findings revealed low campaign

visibility, with 80.8% of young respondents unaware of JHC campaigns, substantial language barriers, as 68% found medical terminology difficult to understand, and a mismatch between content formats and audience preferences, with 73.6% favoring short-form video content that remained underutilized. Within the TALC framework, JHC was positioned at the Exploration Stage, characterized by limited visitor engagement, minimal dedicated infrastructure, and insufficient promotional activities. The IFAS analysis indicated that organizational strengths (2.04) slightly exceeded weaknesses (2.02), while the EFAS analysis showed that external opportunities (2.27) significantly outweighed threats (1.30), placing JHC in Quadrant I, which supports an aggressive growth strategy. Future research is recommended to examine the long-term effectiveness of digital health communication strategies, particularly short-form video campaigns and interactive social media approaches, in influencing preventive health behaviors among diverse youth populations across different urban and rural contexts in Indonesia.

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