|  |
| --- |
| **Title of Research Presentation** **Designing an internet television to promote health in Indonesia: a case of INAHEALTH TV (Indonesia Health Television)** |
| **Background/Objectives**Currently the development of digital technology has entered into every aspects of human life including health promotion. Many hoax information ruins society especially influencing low educated people. This paper will report the experience of establishing an internet-based TV, titled INAHEALTH TV in response to the situation. **Methods**A series of activities were conducted to prepare the business plan including workshop and desk review. Invited experts from multi media communication, journalism practitioner, local TV director, economic and business academician shared their experiences on initiating a TV channel. A desk review and a study visit to local TV station were conducted to explore possibility of developing a TV station. Needed resources were identified and fulfilled by the Faculty of Medicine, Public Health and Nursing, Universitas Gadjah Mada (FK-KMK, UGM). Some TV programs were developed, ideas of episodes were brainstormed, AVs episodes were produced, and standard operating procedures were developed. It was decided to develop an internet-based Television called INAHEALTH TV, stands for Indonesia Health Television. INAHEALTH TV was inaugurated on 13 Nov 2017 and start to produce episodes boradcasted through social media (youtube, whatsapp, line and instagram). Monitoring was performed weekly through youtube statistics.**Results**There are 10 programs with totally 79 episodes were tailored and broadcasted. Within 8 months after the inauguration, Youtube statistics showed that INAHEALTH TV have watched time 66,262 minutes, 27,856 views, 632 likes, 441 shares and 559 subscribers.The viewer is increasing steadily from six months after inauguration. Some barriers were identified for the development of an internet TV channel: resources fulfilment and bureaucracy in a government owned university. Contributing factors for the number of viewer are topic, duration of episodes, wrapping ideas and quality of product. **Discussion**Promoting health in the digital era demands for a digital format. Although the result does not show a significant influence to the society, promoting health through internet television is a promising strategy. Communicating health should follow the choice of channel accessed by the audience. This case showed that it is possible to develop a health promotion TV based on internet with moderate infestations. **Keywords**Digital health promotion, internet-based television, designing television channel |