



**THE INSTAGRAM SOCIAL MEDIA ACCOUNT
@MAGI.SPACE IN PROMOTING A HEALTHY LIFESTYLE
AMONG GENERATION Z**

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Abstract

The rapid development of digital technology and the increasing use of social media have transformed the way Generation Z obtains information and shapes their lifestyle, including the adoption of healthy living practices. Social media has evolved beyond an entertainment platform and now functions as a medium for education and community building that encourages awareness of physical and mental well-being. This study aims to analyze the role of the Instagram account @magi.space in promoting a healthy lifestyle among Generation Z and to explore audience responses and perceptions toward the content presented. This research employed a qualitative approach with a descriptive method. Data were collected through non-participant observation, in-depth interviews, documentation, and source and technique triangulation. The informants consisted of the account manager, Generation Z followers, and a triangulation informant. The findings indicate that @magi.space serves as a medium for promotion, education, interaction, and wellness community building through the use of Feeds, Reels, and Instagram Stories. The content is perceived as informative, engaging, and relevant to the needs of young audiences, encouraging motivation to adopt healthy lifestyles, expanding social interactions, and increasing awareness of physical and mental health. The novelty of this study lies in its examination of a community-based Instagram account in fostering Generation Z's awareness and interest in healthy living through the integration of digital content, community interaction, and participatory experiences.

Keywords: *Generation Z; Instagram; healthy lifestyle; health promotion; Uses and Gratifications*

Abstrak

Perkembangan teknologi digital dan semakin banyaknya penggunaan media sosial telah mengubah metode Generasi Z mendapatkan informasi dan bentuk gaya hidup, termasuk dalam menerapkan pola hidup sehat. Media sosial tidak hanya menjadi sarana hiburan, tetapi juga berperan sebagai media pendidikan dan pembangunan masyarakat yang mendorong kesadaran akan kesehatan fisik dan mental. Penelitian ini bertujuan untuk menganalisis peran akun Instagram @magi.space dalam mempromosikan gaya hidup sehat di kalangan Generasi Z dan untuk mengetahui respons dan persepsi audiens terhadap konten yang disajikan. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif. Pengumpulan data dilakukan melalui observasi non-partisipan, wawancara mendalam, dokumentasi, dan triangulasi sumber dan teknik. Informan penelitian terdiri dari manajer akun, pengikut akun yang dikategorikan sebagai Generasi Z, dan informan triangulator. Hasil penelitian menunjukkan bahwa akun Instagram @magi.space berperan sebagai media promosi, edukasi, interaksi, dan pembentukan komunitas wellness melalui penggunaan fitur Feeds, Reels, dan Instagram Story. Konten yang disajikan dinilai informatif, menarik, dan relevan dengan

kebutuhan generasi muda, sehingga meningkatkan motivasi untuk menerapkan pola hidup sehat, memperluas interaksi sosial, dan meningkatkan kesadaran akan pentingnya menjaga kesehatan fisik dan mental. Kebaruan dari penelitian ini terletak pada kajian tentang peran akun Instagram berbasis komunitas wellness dalam membentuk kesadaran dan minat Generasi Z terhadap gaya hidup sehat melalui kombinasi konten digital, interaksi komunitas, dan pengalaman partisipatif.

Kata kunci: Generasi Z; Instagram; gaya hidup sehat, promosi Kesehatan; Kegunaan dan Kepuasan

I. INTRODUCTION

The rapid digital transformation has transformed various aspects of society, including how Generation Z obtains information and shapes their lifestyles. As a generation that grew up with the internet and social media, Generation Z uses digital platforms like Instagram, TikTok, and YouTube as their primary sources of information, entertainment, and social interaction. This situation makes social media play a significant role in influencing the mindsets, preferences, and behaviors of the younger generation, including in the areas of health and physical activity. In recent years, Generation Z's interest in a healthy lifestyle has seen a significant increase. Exercise is no longer seen solely as a means of maintaining physical fitness, but has become part of an identity and lifestyle, expressed digitally. Activities such as running, yoga, Pilates, hiking, and even popular sports like padel and golf are increasingly being promoted through social media and becoming part of modern lifestyle trends.

This phenomenon has also driven a shift in the understanding of the concept of *self-healing* among Generation Z. Activities related to physical and mental health, such as exercise, meditation, and mindfulness practices, are increasingly being chosen as a way to maintain balance in life. Exercise is perceived not only as a physical activity, but also as a means of improving mental health and emotional well-being. Social media is one of the contributing factors to the development of this trend. Various content about healthy lifestyles, exercise routines, and self-transformation shared by influencers and digital communities can shape perceptions of the ideal lifestyle among young audiences. Furthermore, the emergence of various sports trends in a relatively short period of time demonstrates that social media functions not only as a means of disseminating information but also as a space for shaping culture and social behavior.

According to the 2024 Indonesia Gen Z Report, sports most popular among Generation Z include badminton, soccer, running, and *strength training*. However, approximately 18% of respondents admitted to not exercising regularly. This finding suggests that awareness of

the importance of exercise is not always followed by consistency in physical activity. Furthermore, there are differences in exercise frequency based on gender, with men tending to be more active than women in exercising regularly.

The increased focus on health is also linked to the mental health of Generation Z, which has become a significant issue in recent years. Surveys show that 42% of Generation Z have been diagnosed with a mental health disorder, and 68% have felt the pandemic has negatively impacted their psychological well-being. This situation has fueled the need for activities that can help maintain mental health, including yoga and mindfulness, which are considered to offer relaxation and stress management benefits

II. THEORETICAL STUDIES

The Uses and Gratifications Theory is theory communication that explains that audience own role active in selecting and using media for fulfil need certain. This theory appear as criticism to theory bullet theory which assumes audience as party easy passive influenced by the media. Different with view mentioned, *Uses and Gratifications* places audience as conscious individual will his needs and in a active choose media that can give satisfaction certain. *Uses and Gratifications* Theory own a number of assumptions basic, namely:

1. Audiences are active and goal-oriented in using media.
2. The initiative in using media lies with the audience
3. Competing media with other sources in fulfil need individual
4. Audiences are aware of their media use.
5. Assessment of media is determined by the audience based on the level of satisfaction obtained.

Kriyantono (2014) explains that *the Uses and Gratifications theory* focuses on how media is used to meet audience needs, not on how much media influences audiences. Therefore, the primary focus of this theory is on media users who actively choose media according to their needs.

This theory also introduces the concepts of *gratification sought* and *gratification* obtained. These two concepts explain that individuals have certain expectations before using media, and after using the media, they evaluate whether these needs have been met.

As digital technology advances, this theory is widely used to analyze social media usage, particularly *Instagram*. He explains that *Instagram usage* is closely related to *the Uses and Gratifications theory*, as each user has their own motives for using social media to meet

their information and entertainment needs. show that users Instagram No only as recipient information, but also as active parties in choose and consume content in accordance his needs

Besides that, explain that theory *Uses and Gratifications* can used as knife analysis For understand phenomenon social media usage. In this approach, the audience is understood as individuals who actively select and consume media based on specific needs such as information, entertainment, and social interaction. also suggests that individual needs in *the Uses and Gratifications theory* include cognitive, affective, and social needs. These three needs drive individuals to use certain media, including information and communication technology, to meet learning and social interaction needs. In the context of *Instagram, the Uses and Gratifications* theory explains how communities utilize *Instagram* as a promotional and social interaction medium. *Instagram is used* not only for entertainment but also to build social relationships, obtain information, and engage audiences through shared content. According to Katz et al. (1974) in, there are several basic concepts in the *Uses and Gratifications approach*, namely:

1. Source social and psychological individual
2. Need individual
3. Hopes towards the media
4. Mass media or other alternative sources
5. Different media usage patterns
6. Fulfillment need (*gratification obtained*)
7. Possible impacts or consequences

This concept suggests that media use is influenced by individual needs arising from social interactions and psychological states. These needs then shape motives for media use. These motives can include the desire for information, entertainment, relaxation, or the strengthening of self-identity. These motives then drive individuals to engage in media consumption or other activities. For example, someone experiencing social pressure may use media to seek entertainment and relaxation, while another individual may use media to seek information as a form of orientation toward a problem. Differences in individual needs, motives, and circumstances result in diverse media usage patterns. This demonstrates that each individual has a distinct approach to utilizing media to achieve specific gratifications. Furthermore, this process also demonstrates that media use can have varying effects on each individual, both expected and unexpected.

Overall, *the Uses and Gratifications theory* emphasizes that the audience is an active party in choosing media, and has control in determining the media used to fulfill their needs.

In this study, *the Uses and Gratifications theory* is used to analyze how Generation Z as active social media users utilize *Instagram*, especially the @magi.space account, to fulfill their needs related to a healthy lifestyle. These needs include searching for information about sports and health, motivation to live a healthy lifestyle, entertainment, and social interaction through digital communities. Thus, this theory is relevant to explain how social media is not only a means of information, but also plays a role in shaping the behavior and lifestyle of Generation Z. Thus, *Uses and Gratifications theory* provides a conceptual framework for understanding how individuals actively select and use media according to specific needs and motives. In the context of digital technology development, this theory becomes increasingly relevant for analyzing social media use as one of the primary media used by individuals, particularly Generation Z, to meet their needs for information, entertainment, and social interaction.

III. RESEARCH METHODS

This study uses a qualitative approach with a descriptive method to deeply understand the role of the Instagram account @magi.space in promoting a healthy lifestyle among Generation Z. The qualitative approach was chosen because it is able to explain social phenomena based on the experiences, perceptions, and meanings given by informants to the objects studied. According to, qualitative research is used to examine the natural conditions of objects with researchers as the main instrument, data collection techniques are carried out by triangulation, data analysis is inductive, and research results emphasize meaning rather than generalization. In addition, a qualitative approach allows researchers to gain a deep understanding of social phenomena through descriptive data obtained directly from research sources. The research was conducted online through the Instagram platform, focusing on the account @magi.space, which actively shares content on yoga, mindfulness, self-healing, and a healthy lifestyle. The study subjects consisted of the account manager and followers, who were members of Generation Z and had experience interacting with the published content.

The informant selection technique used purposive sampling, which is the selection of informants based on certain considerations relevant to the research objectives. Informants were selected because of their knowledge, experience, and involvement with the @magi.space account. The research informants consisted of the @magi.space account owner as the primary informant, a follower of the account representing Generation Z, and an

academic as a triangulator informant to validate the research findings. Data collection was conducted through observation, in-depth interviews, documentation, and data triangulation. Observations were conducted non-participant by observing the activities of the Instagram account @magi.space, including the form of content, the use of Instagram features, and audience interactions through comments, likes, shares, and other engagements. In-depth interviews were conducted semi-structured to explore the experiences, perceptions, and responses of informants to the healthy lifestyle content published by the account. Documentation was used to complement the research data through the collection of content screenshots, account engagement data, documentation of community activities, and various relevant literature sources. The use of various data collection techniques aims to increase the depth and validity of the research data.

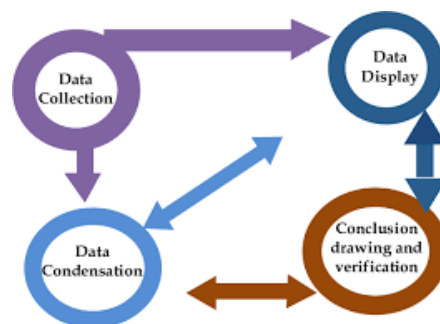


Figure 1. Data Analysis Techniques Source

Data analysis was conducted using the Miles, Huberman, and Saldana (2014) model, which includes three stages: data reduction, data presentation, and drawing conclusions or verification. Data reduction was carried out by selecting, simplifying, and grouping data obtained from observations, interviews, and documentation. The next stage was presenting the data in the form of narrative descriptions and thematic tables to facilitate understanding of the relationships between the data. Furthermore, conclusions were drawn through interpretation of the analyzed data and verified using triangulation techniques to ensure the validity and consistency of the research findings. To maintain data validity, this study utilized triangulation of sources and techniques by comparing the results of observations, interviews, and documentation. This technique was employed to complement each other and provide a more comprehensive picture of the role of the @magi.space Instagram account in promoting a healthy lifestyle among Generation Z.

IV. RESEARCH RESULTS

This section explains the research results and provides a comprehensive discussion. Results can be presented in the form of images, graphs, tables, and other forms to facilitate easy understanding (Warrad & Khaddam, 2020). The discussion can be divided into several subchapters.

1. The Role of the @magi.space Instagram Account in Promoting a Healthy Lifestyle among Generation Z

Magi Space is a wellness community that utilizes Instagram as its primary platform to disseminate information about yoga, mindfulness, self-healing, and a healthy lifestyle. The @magi.space account is used not only to promote its activities but also as a communication platform connecting the community with its audience, particularly Generation Z.



Figure 2. Appearance of the Instagram account @magi.space

Source: Researcher Documentation (2026)

Observations show that the @magi.space account actively uploads content in the form of activity flyers, yoga practice videos, participant documentation, and information on physical and mental health. The content is presented consistently, prioritizing engaging visuals and aligning with the characteristics of Generation Z, who tend to prefer concise, interactive, and easy-to-understand information. According to interviews, the account owner founded Magi Space out of a desire to expand public access to yoga and its health benefits. Yoga is viewed not only as a sport but also as a means to improve quality of life and mental well-being. Research findings indicate that Instagram is being utilized as a health communication medium through various features, such as Feeds, Reels, and Instagram Stories. Of all the features used, Reels and Feeds are considered the most effective due to their wider reach and longer-term accessibility.

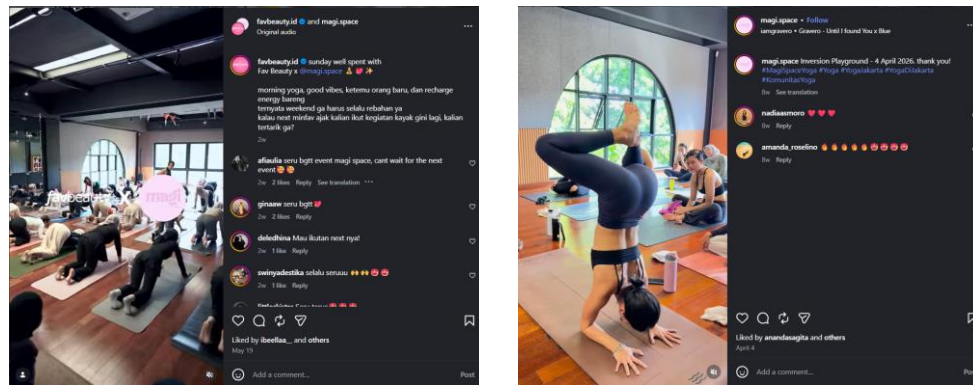


Figure 3. Reels and Feeds Content on Instagram @magi.space

Source: Researcher Documentation (2026)

Short video content showcasing yoga activities and documenting them has proven to be highly engaging. This aligns with the characteristics of today's social media users, who prefer visual content over lengthy text. Through these posts, the @magi.space account has successfully established an image as an active community committed to a healthy lifestyle. Besides being a promotional tool, Instagram also serves as a platform for interaction and community building. Account managers regularly utilize the Stories feature to conduct polls, open Q&A sessions, and direct followers to join community groups.



Figure 4. Follower Interaction Through Instagram Stories and Communities

Source: Researcher Documentation (2026)

This activity demonstrates that the @magi.space account isn't just a one-way communication channel, but also fosters two-way communication with its followers. This interaction fosters a sense of belonging within the community and encourages audience participation in various activities. This finding can be explained through the Uses and Gratifications theory, which states that media users are active in selecting media according to their needs. In the context of this study, Generation Z uses the @magi.space account to meet their need for information about healthy lifestyles, gain motivation to exercise, and build social connections through wellness communities.

2. Generation Z's Responses and Perceptions of @magi.space Instagram Content

Interview results indicate that the content posted by the @magi.space account receives a generally positive response from its followers. Informants found the content easy to understand, visually appealing, and relevant to the needs of the younger generation in maintaining physical and mental health.



Figure 5. Followers' Response to Instagram Content @magi.space

Source: Researcher Documentation (2026)

The audience's interest in this account is influenced by a shared interest in yoga and a healthy lifestyle. Documenting activities through photos and videos provides a realistic glimpse into the community atmosphere, fostering a desire to participate directly in the activities. Beyond providing information, the content shared also serves as a source of motivation. Informants reported being encouraged to exercise more actively and become interested in participating in various yoga activities after following the @magi.space account. Follower enthusiasm is also evident in the numerous questions about upcoming activity schedules and the high interest in participating in events.



Figure 6. Documentation of Yoga Event @magi.space

Source: Researcher Documentation (2026)

The perceived positive impacts are not only related to physical health but also mental health. The yoga activities promoted through the account are perceived as providing a sense of relaxation, helping reduce stress, and fostering emotional balance. This indicates that the healthy lifestyle content shared not only raises awareness of the importance of exercise but also increases Generation Z's focus on mental health. Research findings also indicate that followers' positive experiences are reinforced through offline activities organized by the community. In addition to gaining health benefits and expanding social connections, participants also appreciate the supporting facilities provided during the activities.

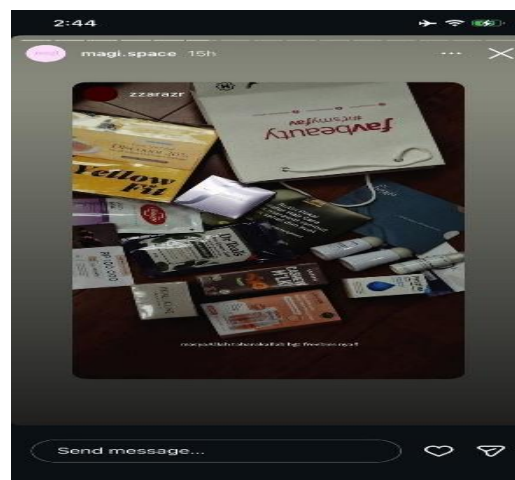


Figure 7. Freebies at Yoga Activities @magi.space

Source: Researcher Documentation (2026)

The presence of goodie bags and sponsored products is perceived as a token of appreciation for participants and provides a more memorable experience. While not the primary reason for attending an event, these amenities can increase participant satisfaction and encourage return.

3. Discussion

Based on these findings, it can be concluded that Generation Z's positive perception of the @magi.space account is shaped by a combination of informative digital content, intensive community interaction, the experience of participating in live activities, and a supportive community atmosphere. This condition indicates that Instagram functions not only as a promotional medium, but also as an effective communication space in building awareness and interest in a healthy lifestyle among Generation Z. In addition to fulfilling the need for information and social interaction, the Instagram account @magi.space also demonstrates that social media can function as a means of forming healthy lifestyle habits in Generation Z. Repeated exposure to content about yoga, mindfulness, and self-healing indirectly encourages followers to pay more attention to their physical and mental health. The content

that consistently appears on Instagram timelines provides a reminder to audiences about the importance of making time for exercise, managing stress, and maintaining a balanced life. This condition shows that social media not only plays a role as a communication medium, but also can shape awareness and influence the mindset of its users regarding health issues. For Generation Z, a healthy lifestyle is no longer seen as a formal obligation, but has become part of the trend and self-identity they want to build. Following accounts related to wellness lifestyles, participating in yoga activities, and sharing experiences through social media are forms of self-expression while demonstrating concern for health. From the perspective of the Uses and Gratifications Theory, this condition is related to personal identity needs, namely the need for individuals to obtain references that can strengthen their values, beliefs, and self-concept. Thus, the @magi.space account not only provides health information, but also becomes a reference for Generation Z in building a healthier and more positive self-image.

Research findings also indicate that the success of promoting a healthy lifestyle through Instagram is influenced by the account's ability to present experiences relevant to the audience's lives. Documentation of activities, participant testimonials, and interactions within the community make health messages feel more relatable and authentic. Generation Z tends to be more receptive to messages conveyed through real-life experiences than one-way information. Therefore, experiential content and storytelling have great potential to increase emotional closeness between accounts and followers and strengthen trust in the messages conveyed.

Overall, the positive responses and perceptions of Generation Z towards the @magi.space Instagram account indicate that social media can be optimally utilized as a means of promoting a healthy lifestyle if it is able to meet the audience's needs for information, entertainment, social interaction, and personal identity. The combination of educational content, attractive visuals, community experiences, and interactive communication makes the @magi.space account not only function as a promotional medium, but also as a digital space that is able to encourage the formation of awareness and interest in Generation Z to implement a healthy lifestyle in a sustainable manner. This finding also strengthens the basic assumption of the Uses and Gratifications Theory that media users are active individuals and will continue to use media that is able to provide satisfaction according to their perceived needs. The findings of this study also show that the success of the @magi.space account in attracting the attention of Generation Z is inseparable from utilizing Instagram's media characteristics, which prioritize visuals and interactivity. Generation Z is

known to be more responsive to image-based content and short videos than lengthy text-based information. Therefore, the use of Reels, Feeds, and Stories features allows messages about healthy lifestyles to be delivered in a more engaging, easy-to-understand manner, and in line with the media consumption habits of the younger generation. Visualizations of yoga activities, the atmosphere of community activities, and documentation of participants' experiences can increase the appeal of the message while strengthening the audience's understanding of the benefits offered. Furthermore, the high level of audience engagement through comments, likes, shares, and participation in community activities demonstrates that the communication process carried out by @magi.space not only generates awareness but also positive engagement. In the context of digital communication, engagement is a crucial indicator of a social media account's success because it demonstrates an emotional connection between the audience and the message being conveyed. The higher the level of audience engagement, the greater the opportunity for changes in attitudes and behavior that align with the communication objectives to be achieved. Thus, the interactions built by @magi.space contribute to increasing the effectiveness of healthy lifestyle promotion among Generation Z. The results of this study also indicate that community plays a crucial role in maintaining individual motivation to adopt a healthy lifestyle sustainably. The presence of an active wellness community provides social support for members to consistently participate in activities related to physical and mental health. This support is reflected through interactions between members, shared experiences, and opportunities to participate in various activities together. A positive and supportive environment can create a sense of comfort, thus making members more motivated to maintain the healthy habits they have developed.

From the perspective of Uses and Gratifications Theory, this phenomenon shows that audience needs are not only limited to information needs (cognitive needs), but also include social integration needs (social integrative needs). Through the @magi.space account, Generation Z has the opportunity to interact with individuals who share the same interests and goals in living a healthy lifestyle. Fulfilling these social needs is one of the factors that encourages audiences to continue following the account, participating in organized activities, and maintaining relationships with the community. This shows that the success of social media in promoting a behavior is determined not only by the quality of the information conveyed, but also by the media's ability to build meaningful social relationships for its users. The findings of this study also confirm that health promotion strategies in the digital era need to integrate education, interaction, and community experience. Health information presented

in an engaging manner and supported by tangible community activities has been shown to be more effective in building awareness and interest in healthy lifestyles among Generation Z. Therefore, a community-based approach that utilizes social media as a communication and collaboration space can be an alternative health promotion strategy relevant to the characteristics of today's youth.

V.CONCLUSION

This study shows that the Instagram account @magi.space plays a significant role in promoting a healthy lifestyle among Generation Z. By utilizing various Instagram features, such as Feeds, Reels, and Instagram Stories, this account not only functions as a promotional medium, but also as a means of education, communication, and the formation of an active wellness community. The content presented on yoga, mindfulness, self-healing, and a healthy lifestyle is able to provide easy-to-understand information and encourage audiences to care more about their physical and mental health. The research also shows that Generation Z has a positive response and perception of the content published by @magi.space. Visually engaging content relevant to the needs of the younger generation, supported by direct community participation experiences, can increase audience motivation to adopt a healthy lifestyle. This finding aligns with the Uses and Gratifications Theory, which explains that social media users actively utilize Instagram to meet their needs for information, entertainment, social interaction, and self-identity strengthening. This research contributes to the development of digital communication studies, particularly regarding the role of community-based social media in building healthy living awareness among Generation Z. Practically, the research results can be used as evaluation material for social media account managers and wellness communities in developing communication strategies that are more interactive, educational, and in accordance with the characteristics of the younger generation. Further research is recommended to further examine the influence of social media on changes in healthy living behavior, audience engagement levels, and compare the effectiveness of various digital platforms in shaping health behavior among Generation Z.

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