DESCRIPTION OF NURSE'S KNOWLEDGE, ATTITUDE AND COMPETENCE IN SOCIAL MEDIA

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ABSTRACT

This study aims to describe nurses' knowledge, attitude, and competence in using social media. The research method used is quantitative descriptive research. The results showed that the average respondent's understanding of social media was 5.87, with a minimum score of 1 and a maximum score of 11 out of a total score of 0-25. The average altitude of respondents to social media is 80.39, with a minimum score of 64 and a maximum score of 96 out of a total score of 25-125. The average nurse competency in social media is 68.19, with a minimum score of 50 and a maximum score of 94 out of a total score of 30-150. In conclusion, nurses' knowledge, attitude, and competence in social media still need to be added to the expected total score.

Keywords: Competence, Social Media, Knowledge, Nurse, Attitude

INTRODUCTION

The number of internet users tends to increase from time to time. In the world, according to We Are Social and Hootsuite data, in 2021, there are 4.66 billion people (59.5%) of the total population (7.83 billion people) using the Internet, while in 2022, there are 4.95 billion people (62. 5%) of the total population (7.91 billion people) use the Internet. An increase in Internet users has also occurred in Indonesia; according to We Are Social and Hootsuite, in 2021, there are 202.6 million people (73.7%) of the total population (274.9 million people) using the Internet. Whereas in 2022, there are 204.7 million people (73.7%) of the total population (277.7 million people) using the Internet (We Are Social & KEPIOS, 2022). The average internet use in the world is 06 hours 58 minutes per day. In comparison, moderate internet use in Indonesia is 08 hours 36 minutes per day, ranking 9 (nine) in the world with the most used social media platform, WhatsApp (88 .7%), Instagram (84.8%), Facebook (81.3%) and TikTok (63.1%) (We Are Social & KEPIOS, 2022; We Are Social & Hootsuite, 2022). This shows that the use of social media in Indonesia has grown rapidly and massively.

The use of social media is like a double-edged sword and can provide both advantages and disadvantages. In Kenya, 41.5% use social media for research, and % in the Philippines, and 36.7% in South Africa, 36.3% use social media for work (We Are Social & Hootsuite, 2022). In Indonesia, social media is currently used as an alternative for sharing health information (Roy et al., 2020). The use of social media has been proven to be effective in increasing public health knowledge and being able to meet students' needs for access to needed health information (Siswatibudi et al., 2016; Anisah et al., 2021; Mananohas et al., 2023). The use of

social media can be a driving force in responding to challenges and needs in the current era.

The use of the Internet, especially social media, can also have a negative impact. Misuse of social media creates potential risks for patients, loss of professional image, violation of professional boundaries, to serious legal problems (Ibarra-Yruegas et al., 2015). The research results by Wang et al. (2019) show that in China, more than half of respondents (50.3%) stated that they had seen inappropriate posts by professional colleagues, and 7.6% of respondents occasionally posted information about the patient. In 2012 in Mexico, an anesthesiologist lost his job because he posted several photos and comments demeaning patients (Chaudhuri & Basu, 2018). A similar case was also experienced by a nurse in Canada who was sentenced for posting comments on social media criticizing the care services received by her relatives/family (Maciura & Wade, 2019). This should be avoided; according to the International Council of Nurses (2021), nurses must respect the privacy of clients and colleagues both in person and on social media.

According to Nursalam (2022) knowledge results from knowing, which happens after people sense a particular object. The knowledge possessed by humans is the result of efforts made by humans in searching for the truth or problems they face (Darsini et al., 2019). The information obtained can have a short-term (immediate) impact, increasing knowledge (Retnaningsih, 2016). Attitude reflects how a person feels about something. If what appears to be a feeling of pleasure, it is called a positive attitude. In contrast, if what appears is a feeling of displeasure, it is called a negative attitude, but if no feelings arise, then it is called being neutral. The psychomotor domain was sparked by Simpson's thought which stated that psychomotor abilities are related to physique, coordination, and the use of areas of motor skills that must be trained continuously and measured in terms of speed, precision, distance, procedure, or technique in execution (Nafiati, 2021).

In Indonesia, it is not uncommon for educational content on TikTok to be created by health workers who direct people to diagnose their illnesses, but this generally should not be done on social media (Afandi, 2022). Content not provided following the competence possessed by content creators can potentially contain inaccurate information and lead people to diagnose their illness. Moreover, videos shared on TikTok will quickly be stored and re-shared by other users.

Unprofessional behavior and allegations of ethical violations have repeatedly appeared in the news, both in the mass and electronic media. Reporting from hits.voice.com by Garjito & Wismoyo (2021), you can see a TikTok video of a young nurse acting as if she is treating a patient and mentioning that patients who are obese will find it challenging to install an infusion. They were reported from health.detik.com by Alam (2022), a viral video uploaded by a nursing student about his experience placing a catheter in men. Furthermore, the latest TikTok video that was reported by coil.com by Ramadhan & Nugroho (2022) is where health workers broadcast live broadcasts while carrying out patient operations.

The large amount of video content nurses make on TikTok has caused anxiety in the community, allegedly because of the low knowledge, attitudes, and competence in social media. From the results of research by Kenny & Johnson (2016) on dental students in England, it shows that there are 35.5% of knowledge about digital track records is still low, there are 84.5% have negative attitudes

towards patients on social media, and 68% are incompetent in producing content on social media. Low et al. (2021) research on doctors who work at the National University Hospital in Singapore shows that 22.7% have low knowledge of patient confidentiality, 50.0% have negative attitudes, and 20.0% lack competence in content production on social media. In another study conducted by O'Connor et al. (2022) on nursing students at Scottish Universities, there was 8% of knowledge about public access to social media, which was still very low, there were 32% had a negative attitude towards digital identity, and there 61.0% incompetent in the use of social media account privacy settings. The results of research by Rumata & Nugraha (2020) on the ASN of the Ministry of Communication and Information in Indonesia show that 50.53% of knowledge about digital communication ethics could be better, and 13.7% need to be more competent in digital literacy.

Based on the description above regarding the problems that occur, the focus of this study is to look at the description of nurses' knowledge, attitudes, and competencies in using social media. In addition, there has never been any research related to nurses' knowledge, attitudes, and competence in social media, considering the many uploads that lead to allegations of ethical violations committed by nurses from time to time, especially in a hospital environment.

RESEARCH METHODS

The type of research used is quantitative descriptive research to describe nurses' knowledge, attitude, and competence by filling out a questionnaire that has previously been tested for validity and reliability. The research was conducted at Padang Pariaman Hospital in May 2023. The population in this study were all nurses working at Padang Pariaman Hospital, namely 105 people. The sampling technique used was total sampling with 100 respondents because five nurses were on leave from work. The data analysis used in this study is univariate analysis. Univariate analysis is often called descriptive analysis, which aims to describe the characteristics of respondents or research variables.

RESEARCH RESULT

Table. 1
Respondent Frequency Distribution

Characteristics	Amount	Percentage (%)
Gender		
Man	14	14
Woman	86	86
Total	100	100
Last education		
Vocational	43	43
Profession	57	57
Total	100	100
Years of service		
≤ 5 Years	20	20
> 5 Years – 10 Years	34	34
> 10 Years – 15 Years	32	32
> 15 Years	14	14
Total	100	100

Marital status		
Not yet Married	9	9
Marry	91	91
Total	100	100
Average Cost of Internet Access≤		
Rp. 50,000	1	1
> Rp. 50,000 – Rp. 100,000	46	46
> Rp. 100,000 – Rp. 200,000	46	46
> Rp. 200,000	7	7
Total	100	100
Content Upload Within 1 Day		
Seldom	17	17
Sometimes	50	50
Often	32	32
Always	1	1
Total	100	100

The table above shows the characteristics of the respondents based on gender; the majority of 86 (86%) respondents were female. Based on the last level of education, most of the 57 (57%) respondents had professional education. Based on years of service, most of the 34 (34%) respondents with a range of years of service > 5 - 10 years. Based on marital status, most of the 91 (91%) respondents were married. Based on the average use of internet access fees in 1 month, the majority of respondents, 46 (46%), in the range > Rp. 50,000 – Rp. 100,000, and most of the respondents, 46 (46%), in the range > Rp. 100,000 – Rp. 200,000. Based on content uploads, most of the 50 (50%) respondents in 1 day occasionally upload content.

Univariate Analysis

Table. 2
Knowledge, Attitude
and Respondent's Social Media Competency

Variabel	n	Median	Min - Maks
Pengetahuan	100	6,00	1 - 11
Sikap	100	81,00	64 - 96
Kompetensi	100	64,00	50 - 94

Table 2 shows that the average respondent's knowledge of social media is 5.87, with a minimum score of 1 and a maximum score of 11 out of a total score of 0-25. The average altitude of respondents to social media is 80.39, with a minimum score of 64 and a maximum score of 96 out of a total score of 25-125. Meanwhile, the average nurse competency in social media is 68.19, with a minimum score of 50 and a maximum score of 94 out of 30-150.

DISCUSSION
The results showed that the average score of nurses' knowledge, attitude, and competence in using social media was still far from the expected total score. This follows the research results by Kenny & Johnson (2016) on dental students in England, showing that 35.5% had low knowledge of digital track records, 84.5% had negative attitudes towards patients on social media, and 68% were incompetent in

producing content on social media. Low et al. (2021) study of doctors working at the National University Hospital in Singapore showed that 22.7% had low knowledge of patient confidentiality, 50.0% had a negative attitude, and 20.0% lacked competence in content production on social media. In another study conducted by O'Connor et al. (2022) on nursing students at Scottish Universities, there was 8% of knowledge about public access to social media, which was still very low, there were 32% had a negative attitude towards digital identity, and there 61.0% incompetent in the use of social media account privacy settings. The results of research by Rumata & Nugraha (2020) on the ASN of the Ministry of Communication and Information in Indonesia show that 50.53% of knowledge about digital communication ethics is not good, and 13.7% are not competent in digital literacy.

Knowledge is the most critical domain for the formation of action. Therefore, behavior based on knowledge and awareness will last longer than behavior not based on knowledge and awareness. Meanwhile, attitudes will arise based on past knowledge and experience in humans with certain feelings in response to an object that moves them to act (Retnaningsih, 2016). Knowing the attitude can predict how the response and action will be taken (Syamaun, 2019). Meanwhile, competence is a manifestation of knowledge, insight, awareness, and mental attitude (Magdalena et al., 2021).

According to Nursalam (2022), knowledge results from knowing, which happens after people sense a particular object. The knowledge possessed by humans is the result of efforts made by humans in searching for the truth or problems they face (Darsini et al., 2019). The information obtained can have a short-term (immediate impact), resulting in increased knowledge (Retnaningsih, 2016). Attitude reflects how a person feels about something. If what appears to be a feeling of pleasure, it is called a positive attitude. In contrast, if what appears is a feeling of displeasure, it is called a negative attitude, but if no feelings arise, then it is called being neutral. The psychomotor domain was sparked by Simpson's thought which stated that psychomotor abilities are related to physique, coordination, and the use of areas of motor skills that must be trained continuously and measured in terms of speed, precision, distance, procedure, or technique in execution (Nafiati, 2021).

Lack of knowledge, bad attitudes, and low competence in social media should be a concern. Nurses must understand conversational applications by separating social media accounts for personal activities and accounts to share health content, especially if nurses have become influencers on social media. Nurses do not mix accounts for tasks/other particular purposes and friendships and adjust information/messages/content to hold a particular account. Separation of personal social media accounts and special purpose accounts can minimize overlapping content/information/views provided by nurses on social media. In utilizing social media for public education, health workers answer questions with more general answers and direct patients to literature, guidelines, and other leading sources of information (Ponce et al., 2022).

Nurses maintain standards of behavior at all times. Nurses are a reflection of professional organizations to improve public image and trust (The American Nurses Association (ANA) (Siegmund, 2019). Nurses must regularly review the privacy settings for each social media profile they have. The nurse can verify if nurses receive chain information (which is shared repeatedly). The results will be conveyed to the person concerned if proven to be a hoax. The nurse can think im privately

messaging the person concerned to explain that the information sent is a hoax. Nurses can also explain the evidence through links to credible sources that support statements (Kusumastuti et al., 2021).

Nurses must realize that photos or videos of patients sent to WhatsApp groups can be misused by other parties, either accidentally or intentionally. Nurses utilizing information technology and electronic transactions are carried out to educate the nation's life as part of society and provide a sense of security, justice, and legal certainty for users and organizers of information technology (UU ITE No. 19 of 2016). Service provider policies can restore almost anything users have deleted, which can be used as evidence in court (UU ITE No. 19 of 2016).

Nurses must participate in developing organizational policies to regulate nurse behavior on social media (International Council of Nurses, 2021). Nurses must avoid using excessive symbols in conversation because it can cause interference with receiving messages from the other person. Nurses must maintain the privacy and confidentiality of patient illnesses, including other medical data (Permenkes No. 69 of 2014). Nurses are obliged to maintain medical secrets, which can be disclosed only for patient health, fulfilling requests by law enforcement officials in the context of law enforcement, patient requests, or based on statutory provisions (Permenkes No. 36 of 2012).

CONCLUSION

The study results show that the average respondent's knowledge of social media is 5.87, with a minimum score of 1 and a maximum score of 11 out of a total score of 0-25. The average altitude of respondents to social media is 80.39, with a minimum score of 64 and a maximum score of 96 out of a total score of 25-125. Meanwhile, the average nurse competency in social media is 68.19, with a minimum score of 50 and a maximum score of 94 out of 30-150. The average score of nurses' knowledge, attitude, and competency in social media is still far from the expected total score.

SUGGESTION

Nurses are expected to be able to use and utilize information technology and operate tools and use digital media with full responsibility. It is recommended that hospitals increase nurses' knowledge, attitude, and competence in using social media to minimize opportunities for various problems, especially issues of nursing ethics, on social media.

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