

DAFTAR PUSTAKA

- A. Agnihotri, S., Bhattacharya, N., & Yannopoulou, M. J. L. (2022). *Examining social media engagement through health-related message framing in different cultures*. 1–44.
- Adewuyi, E. O., & Adefemi, K. (2015). *Behavior Change Communication Using Social Media: A Review*.
- Alwadi, M. A. M., AlJameel, A. B. H., Alaskar, M. M. A., Alzahrani, S. A., Almoayad, F., Aboul-Enein, B. H., & Kelly, P. J. (2025). YouTube as a Source for Arabic-Speaking Parent Education on the Oral Hygiene of Children: A Social Media Content Analysis. *Public Health Nursing, 42*(4), 1469–1477. <https://doi.org/10.1111/phn.13551>
- Badan Kebijakan Pembangunan Kesehatan, Kementerian Kesehatan, & Republik Indonesia. (2023). *Survei Kesehatan Indonesia (SKI) dalam Angka*.
- Badan Penelitian dan Pengembangan Kesehatan, & Kementerian Kesehatan Republik Indonesia. (2018). *LAPORAN NASIONAL RISKESDAS 2018*.
- Bernard, A., Langille, M., Hughes, S., Rose, C., Leddin, D., & Veldhuyzen Van Zanten, S. (2007). A systematic review of patient inflammatory bowel disease information resources on the world wide web. *American Journal of Gastroenterology, 102*(9), 2070–2077. <https://doi.org/10.1111/j.1572-0241.2007.01325.x>
- Bhattacharya, S., Srinivasan, P., & Polgreen, P. (2017). Social media engagement analysis of U.S. Federal health agencies on Facebook. *BMC Medical Informatics and Decision Making, 17*(1), 1–12. <https://doi.org/10.1186/s12911-017-0447-z>
- Bleakley, A., Jordan, A. B., Hennessy, M., Glanz, K., Strasser, A., & Vaala, S. (2015). Do Emotional Appeals in Public Service Advertisements Influence Adolescents Intention to Reduce Consumption of Sugar-Sweetened Beverages? *Journal of Health Communication, 20*(8), 938–948. <https://doi.org/10.1080/10810730.2015.1018593>
- Bleich, S. N., & Vercammen, K. A. (2018). The negative impact of sugar-sweetened beverages on children’s health: An update of the literature. *BMC Obesity, 5*(1). <https://doi.org/10.1186/s40608-017-0178-9>
- Bonnevie, E., Morales, O., Rosenberg, S. D., Goldbarg, J., Silver, M., Wartella, E., & Smyser, J. (2020). Evaluation of a campaign to reduce consumption of sugar-sweetened beverages in New Jersey. *Preventive Medicine, 136*. <https://doi.org/10.1016/j.ypmed.2020.106062>
- Buckton, C. H., Patterson, C., Hyseni, L., Katikireddi, S. V., Lloyd-Williams, F., Elliott-Green, A., Capewell, S., & Hilton, S. (2018). The palatability of sugar-sweetened beverage taxation: A content analysis of newspaper coverage of the

- UK sugar debate. *PLoS One*, *13*(12), 1–15. <https://doi.org/10.1371/journal.pone.0207576>
- Cakmak, M. C., Agarwal, N., Dagtas, S., & Poudel, D. (2024). *Unveiling Bias in YouTube Shorts: Analyzing Thumbnail Recommendations and Topic Dynamics BT - Social, Cultural, and Behavioral Modeling* (R. Thomson, A. Hariharan, S. Renshaw, S. Al-khateeb, A. Burger, P. Park, & A. Pyke, Eds.; pp. 205–215). Springer Nature Switzerland.
- Calcaterra, V., Cena, H., Magenes, V. C., Vincenti, A., Comola, G., Beretta, A., Di Napoli, I., & Zuccotti, G. (2023). Sugar-Sweetened Beverages and Metabolic Risk in Children and Adolescents with Obesity: A Narrative Review. *Nutrients*, *15*(3), 1–19. <https://doi.org/10.3390/nu15030702>
- Carey, R. N., & Sarma, K. M. (2016). Threat appeals in health communication: Messages that elicit fear and enhance perceived efficacy positively impact on young male drivers. *BMC Public Health*, *16*(1), 1–16. <https://doi.org/10.1186/s12889-016-3227-2>
- Centers for Disease Control and Prevention. (2022). *Get the Facts: Sugar-Sweetened Beverages and Consumption*. <https://www.cdc.gov/nutrition/data-statistics/sugar-sweetened-beverages-intake.html>
- Cetin, A. (2021). Evaluation of YouTube Video Content Related to the Management of Hypoglycemia. *Cureus*, *13*(1), 1–7. <https://doi.org/10.7759/cureus.12525>
- Chandrasekaran, R., Konaraddi, K., Sharma, S. S., & Moustakas, E. (2024). Text-Mining and Video Analytics of COVID-19 Narratives Shared by Patients on YouTube. *Journal of Medical Systems*, *48*(1). <https://doi.org/10.1007/s10916-024-02047-1>
- Chang, M. C., & Choo, Y. J. (2022). Assessment of information on YouTube on the effect of acupuncture in patients with COVID-19: A cross-sectional study. *Medicine (United States)*, *101*(37), E30473. <https://doi.org/10.1097/MD.00000000000030473>
- Chen, Y., Wang, Q., Huang, X., Zhang, Y., Li, Y., Ni, T., Pan, G., Luo, D., & Ni, Y. (2024). The quality and reliability of short videos about thyroid nodules on Bilibili and TikTok: Cross-sectional study. *Digital Health*, *10*, 1–9. <https://doi.org/10.1177/20552076241288831>
- Cheng, Q., Lui, C., Lam Ip, F. W., & Yip, P. S. F. (2021). Typology and impact of YouTube videos posted in response to a student suicide crisis: Social media metrics and content analyses. *JMIR Mental Health*, *8*(6), 1–9. <https://doi.org/10.2196/15551>
- Chuah, S. C., Mohamad Arshad, A. A., & Mohd Arifin, A. (2024). Adoption intention of e-government application for public health risk communication: Risk information, social media competence and trust in the government.

- Journal of Public Health Research*, 13(1).
<https://doi.org/10.1177/22799036231217804>
- Curry, W. G., & Coli, E. (2025). Usage of short video applications (SVAs): Exploring Italian users' social representations of short video creators and trust in informational and educational SVA content providers. *Communication and Society*, 38(1), 351–368. <https://doi.org/10.15581/003.38.1.026>
- Data Reportal. (2025). *Digital 2025: Indonesia*.
<https://datareportal.com/reports/digital-2024-indonesia>
- De Bérail, P., & Bungener, C. (2022). Parasocial relationships and YouTube addiction: The role of viewer and YouTuber video characteristics. *Psychology of Language and Communication*, 26(1), 169–206.
<https://doi.org/10.2478/plc-2022-0009>
- de Vere Hunt, I., & Linos, E. (2022). Social Media for Public Health: Framework for Social Media–Based Public Health Campaigns. *Journal of Medical Internet Research*, 24(12), 1–5. <https://doi.org/10.2196/42179>
- Deng, Q., Hine, M. J., Ji, S., & Wang, Y. (2023). What Makes Brand Social Media Posts Engaging? An Integrative Framework and Future Research Agenda. *Journal of Internet Commerce*, 22(1), 1–39.
<https://doi.org/10.1080/15332861.2021.2011599>
- Developers, G. (2025). *Youtube Data API Reference*.
<https://developers.google.com/youtube/v3>
- Dewi, F. S. T., Sitaresmi, M. N., Kusumaningrum, F., Adhi, W., & Ramadona, A. L. (2021). Health promotion using youtube: The experiences and preliminary findings from the indonesian inahealth channel. *Open Access Macedonian Journal of Medical Sciences*, 9, 1596–1605.
<https://doi.org/10.3889/oamjms.2021.7501>
- Doherty, A. M., Lacko, A. M., & Popkin, B. M. (2021). Sugar-sweetened beverage (SSB) consumption is associated with lower quality of the non-SSB diet in US adolescents and young adults. *American Journal of Clinical Nutrition*, 113(3), 657–664. <https://doi.org/10.1093/ajcn/nqaa342>
- El-Awaisi, A., O'Carroll, V., Koraysh, S., Koummich, S., & Huber, M. (2020). Perceptions of who is in the healthcare team? A content analysis of social media posts during COVID-19 pandemic. *Journal of Interprofessional Care*, 34(5), 622–632. <https://doi.org/10.1080/13561820.2020.1819779>
- Elo, S., & Kyngäs, H. (2008). The qualitative content analysis process. *Journal of Advanced Nursing*, 62(1), 107–115. <https://doi.org/10.1111/j.1365-2648.2007.04569.x>
- Emond, J. A., Smith, M. E., Mathur, S. J., Sargent, J. D., & Gilbert-Diamond, D. (2015). Children's food and beverage promotion on television to parents. *Pediatrics*, 136(6), 1095–1102. <https://doi.org/10.1542/peds.2015-2853>

- Erdem, O., Erdemir, V. A., Alpdoğan, E. E., Teko, S., Şahin, A. S., Daye, P. G., & Gürel, M. S. (2025). Assessment of YouTube videos about nail health and conditions in Turkish. *Turkderm Turkish Archives of Dermatology and Venereology*, 59(2), 45–53. <https://doi.org/10.4274/turkderm.galenos.2025.23281>
- Evans, W. D., Abrams, L. C., Broniatowski, D., Napolitano, M. A., Arnold, J., Ichimiya, M., & Agha, S. (2022). Digital Media for Behavior Change: Review of an Emerging Field of Study. *International Journal of Environmental Research and Public Health*, 19(15). <https://doi.org/10.3390/ijerph19159129>
- Farley, T. A., Halper, H. S., Carlin, A. M., Emmerson, K. M., Foster, K. N., & Fertig, A. R. (2017). Mass media campaign to reduce consumption of sugar-sweetened beverages in a rural area of the United States. *American Journal of Public Health*, 107(6), 989–995. <https://doi.org/10.2105/AJPH.2017.303750>
- Favaretti, C., Vandormael, A., Hachaturyan, V., Greuel, M., Gates, J., Bärnighausen, T., & Adam, M. (2022). Participant Engagement and Reactance to a Short, Animated Video About Added Sugars: Web-based Randomized Controlled Trial. *JMIR Public Health and Surveillance*, 8(1). <https://doi.org/10.2196/25343>
- Fontes, A. S., Pallottini, A. C., Vieira, D. A. D. S., Fontanelli, M. de M., Marchioni, D. M., Cesar, C. L. G., Alves, M. C. G. P., Goldbaum, M., & Fisberg, R. M. (2020). Demographic, socioeconomic and lifestyle factors associated with sugar-sweetened beverage intake: A population-based study. *Rev Bras Epidemiol*, 23. <https://doi.org/10.1590/1980-549720200003>
- Fu, J., Li, C., Zhou, C., Li, W., Lai, J., Deng, S., Zhang, Y., Guo, Z., & Wu, Y. (2023). Methods for Analyzing the Contents of Social Media for Health Care: Scoping Review. *Journal of Medical Internet Research*, 25. <https://doi.org/10.2196/43349>
- Garcia, K., Mejia, P., Perez-Sanz, S., Dorfman, L., Madsen, K., & Schillinger, D. (2024). “Don’t think of a soda”: Contradictory public health messaging from a content analysis of Twitter posts about sugar-sweetened beverage taxes in California from 2015 to 2018. *Frontiers in Public Health*, 12(July), 1–7. <https://doi.org/10.3389/fpubh.2024.1390253>
- Ge, C., Xiong, J., Zhu, R., Hong, Z., & He, Y. (2025). Global burden of high sugar-sweetened beverage consumption among young adults. *Diabetology and Metabolic Syndrome*, 17(1). <https://doi.org/10.1186/s13098-025-01845-y>
- Ghosh, R., Goyal, T., Agarwal, V., Bagdi, A., & Singh, A. (2023). Envisioning a Hybrid Recommendation System for Filtering the Content from Short Videos. *7th International Conference on Trends in Electronics and Informatics, ICOEI 2023 - Proceedings, Icoei*, 1661–1666. <https://doi.org/10.1109/ICOEI56765.2023.10125616>

- Goobie, G. C., Guler, S. A., Johannson, K. A., Fisher, J. H., & Ryerson, C. J. (2019). YouTube videos as a source of misinformation on idiopathic pulmonary fibrosis. *Annals of the American Thoracic Society*, 16(5), 572–579. <https://doi.org/10.1513/AnnalsATS.201809-644OC>
- Govind, R., Garg, N., & Carter, L. (2024). Selling hope versus hate: the impact of partisan social media messaging on social distancing during the COVID-19 pandemic. *European Journal of Marketing*, 58(2), 632–658. <https://doi.org/10.1108/EJM-12-2022-0911>
- Guo, F., Ding, G., Zhang, Y., & Liu, X. (2025). Quality Assessment of Radiotherapy Health Information on Short-Form Video Platforms of TikTok and Bilibili: Cross-Sectional Study. *JMIR Cancer*, 11, e73455–e73455. <https://doi.org/10.2196/73455>
- Hagenaars, L. L., Jeurissen, P. P. T., Klazinga, N. S., Listl, S., & Jevdjevic, M. (2021). Effectiveness and Policy Determinants of Sugar-Sweetened Beverage Taxes. *Journal of Dental Research*, 100(13), 1444–1451. <https://doi.org/10.1177/00220345211014463>
- Harkati, A., Kusumaningrum, F. M., Djailani, A., & Dewi, F. S. T. (2020). Characteristics of popular YouTube videos to promote or discourage use of vape. *Malaysian Journal of Medicine and Health Sciences*, 16(6), 11–20.
- Ho, S. S., Chuah, A. S. F., Ho, V. S., Rosenthal, S., Kim, H. K., & Soh, S. S. H. (2024). Crisis and Emergency Risk Communication and Emotional Appeals in COVID-19 Public Health Messaging: Quantitative Content Analysis. *Journal of Medical Internet Research*, 26. <https://doi.org/10.2196/56854>
- Hussain, K., Nusair, K., Junaid, M., & Aman, W. (2024). A two-actor model for understanding user engagement with content creators: Applying social capital theory. *Computers in Human Behavior*, 156. <https://doi.org/10.1016/j.chb.2024.108237>
- Jiang, L., Liu, H., & Jiang, N. (2023). The Effects of Emotion, Spokesperson Type, and Benefit Appeals on Persuasion in Health Advertisements: Evidence from Macao. *Behavioral Sciences*, 13(11). <https://doi.org/10.3390/bs13110917>
- Kara, B., Simon, G., Demir, A. B., Begen, A. C., & Agboma, F. (2025). Beyond Swiping through Short-Form Videos. *MHV 2025 - Proceedings of the 2025 4th Mile-High Video Conference*, 13–18. <https://doi.org/10.1145/3715675.3715792>
- Kelly, R., Calabro, R., Beatty, L., Schirmer, K., & Coro, D. (2025). Evaluating campaign concepts aimed at replacing sugar-sweetened beverages with water. *Health Promotion Journal of Australia*, 36(1). <https://doi.org/10.1002/hpja.903>
- Kim Witte, Gary Meyer, D. P. M. (2001). *Effective Health Risk Messages: A Step-by-Step Guide*. Sage Publications, Inc.

- Kocyigit, B. F., & Akyol, A. (2021). YouTube as a source of information on COVID-19 vaccination in rheumatic diseases. *Rheumatology International*, *41*(12), 2109–2115. <https://doi.org/10.1007/s00296-021-05010-2>
- Krieger, J., Bleich, S. N., Scarmo, S., & Ng, S. W. (2020). Sugar-Sweetened Beverage Reduction Policies: Progress and Promise. *Annual Review of Public Health*, *42*, 439–461. <https://doi.org/10.1146/annurev-publhealth-090419-103005>
- Kuo, Y. L., Lin, C. H., Wang, Y. Y., Shieh, G. J., & Chu, W. M. (2023). Use of YouTube by academic medical centres during the COVID-19 pandemic: an observational study in Taiwan. *BMJ Open*, *13*(4), 1–9. <https://doi.org/10.1136/bmjopen-2022-071085>
- Lara-Castor, L., Micha, R., Cudhea, F., Miller, V., Shi, P., Zhang, J., Sharib, J. R., Erndt-Marino, J., Cash, S. B., Mozaffarian, D., Bas, M., Ali, J. H., Abumweis, S., Krishnan, A., Misra, P., Hwalla, N. C., Janakiram, C., Liputo, N. I., Musaiger, A., ... Hakeem, R. (2023). Sugar-sweetened beverage intakes among adults between 1990 and 2018 in 185 countries. *Nature Communications*, *14*(1), 1–19. <https://doi.org/10.1038/s41467-023-41269-8>
- Laurence, B., Farmer-Dixon, C. M., Southwell, A., Marshall, T., Shara, N., Taylor, G., Edmonds, T., Harris, D., Grant-Mills, D., & Tefera, E. (2021). Sugar-Sweetened Beverage Consumption and Caries Prevalence in Underserved Black Adolescents. *Pediatric Dentistry*, *43*(5), 363–370.
- Lee, T. (David), Park, H., & Lee, J. (2019). Collaborative accountability for sustainable public health: A Korean perspective on the effective use of ICT-based health risk communication. *Government Information Quarterly*, *36*(2), 226–236. <https://doi.org/10.1016/j.giq.2018.12.008>
- Li, R., Li, W., Gilbert, C., Zheng, X., & Lindenfeld Sher, L. (2024). Dynamic Fear in Fear Appeals: Applying Fear Appeals to Environmental Communication in China. *Journal of Health Communication*, *29*(sup1), 37–44. <https://doi.org/10.1080/10810730.2024.2361356>
- Li, Y., Shen, L., Dillard, J. P., & Li, S. S. (2024). *A Content Analysis of Online Messages about Sugar-Sweetened Beverages*. 1–17.
- Limarandani, N. P., Sabah, K. S. N. L. A., & Ratri, M. L. (2024). The Implementation of Communication Strategy on the BIONS YouTube Channel in Introducing Health Communication in the Digitalization Era. *Jurnal Komunikasi: Malaysian Journal of Communication*, *40*(4), 485–502. <https://doi.org/10.17576/JKMJC-2024-4004-27>
- Lin, S. S. H., McDougall, G. J., Peramsetty, R. N., & McDonough, I. M. (2024). Hope messages influence health behavior intentions more than fear messages: An experimental study during COVID-19. *Nursing Outlook*, *72*(4), 102185. <https://doi.org/10.1016/j.outlook.2024.102185>

- Loiti-Rodríguez, S., Genaut-Arratibel, A., & Cantalapiedra-González, M. J. (2021). Crisis communication in audiovisual format: Information from Spain's National Health System on youtube in 2020. *Profesional de La Informacion*, 30(4), 1–19. <https://doi.org/10.3145/epi.2021.jul.16>
- Madathil, K. C., Rivera-Rodriguez, A. J., Greenstein, J. S., & Gramopadhye, A. K. (2015). Healthcare information on YouTube: A systematic review. *Health Informatics Journal*, 21(3), 173–194. <https://doi.org/10.1177/1460458213512220>
- Malik, S., & Ong, Z. (2024). Is evoking fear effective? Exploratory findings from a randomised experiment on the impacts of health warning labels on sugar-sweetened beverages. *Public Health Nutrition*, 27(1), 1–7. <https://doi.org/10.1017/S1368980023002859>
- Malik, V. S., & Hu, F. B. (2022). The role of sugar-sweetened beverages in the global epidemics of obesity and chronic diseases. *Nature Reviews Endocrinology*, 18(4), 205–218. <https://doi.org/10.1038/s41574-021-00627-6>
- Martinez, I. A., & Lianna Valimento, G. (2025). The Sweet Spot: Optimal Video Length for Sustaining Student Views and Efficient Production. *EDUNINE 2025 - 9th IEEE Engineering Education World Conference: Education in the Age of Generative AI: Embracing Digital Transformation - Proceedings*, 1–6. <https://doi.org/10.1109/EDUNINE62377.2025.10981358>
- Ming, S., Han, J., Yao, X., Guo, X., Guo, Q., & Lei, B. (2024). Myopia information on TikTok: analysis factors that impact video quality and audience engagement. *BMC Public Health*, 24(1), 1–11. <https://doi.org/10.1186/s12889-024-18687-4>
- Mishra, K. G., Afreen, A., & Patnaik, N. (2025). Effectiveness of a multi-component intervention including pictorial warnings to reduce sugar-sweetened beverage consumption - a randomized controlled trial. *International Journal of Behavioral Nutrition and Physical Activity*, 22(1). <https://doi.org/10.1186/s12966-025-01800-0>
- Mishra, V., & Faisal, M. (2024). An analysis of YouTube as a knowledge-sharing platform for mango cultivation. *Journal of Applied Horticulture*, 26(1), 52–56. <https://doi.org/10.37855/jah.2024.v26i01.10>
- Mohammed, A., Al, A., Mohammed, E., Al, A., Al, S. S., Al, A., Almurdif, H. S., Saeed, A. A., Ali, M., Almurdif, M., Albalwi, B., & Nasser, S. (2024). *Critical Analysis of Public Health Campaigns , Behavioral Impacts , And Digital Strategies in Outreach*. 6798, 5558–5567.
- Morley, B. C., Niven, P. H., Dixon, H. G., Swanson, M. G., McAleese, A. B., & Wakefield, M. A. (2018). Controlled cohort evaluation of the LiveLighter mass media campaign's impact on adults' reported consumption of sugar-

- sweetened beverages. *BMJ Open*, 8(4), 1–11.
<https://doi.org/10.1136/bmjopen-2017-019574>
- Moussaoui, L. S., Claxton, N., & Desrichard, O. (2021). Fear appeals to promote better health behaviors: an investigation of potential mediators. *Health Psychology and Behavioral Medicine*, 9(1), 600–618.
<https://doi.org/10.1080/21642850.2021.1947290>
- Mylavarapu, M., Maheta, D., Clarke, S., Parmar, K., Mohammed, M., & Vuyyuru, C. S. (2023). Diabetes Mellitus on YouTube: A Cross-Sectional Observational Study to Assess the Quality and Reliability of Videos. *Cureus*, 15(8), 10–15.
<https://doi.org/10.7759/cureus.43704>
- Neiger, B. L., Thackeray, R., Burton, S. H., Giraud-Carrier, C. G., & Fagen, M. C. (2013). Evaluating Social Media's Capacity to Develop Engaged Audiences in Health Promotion Settings: Use of Twitter Metrics as a Case Study. *Health Promotion Practice*, 14(2), 157–162.
<https://doi.org/10.1177/1524839912469378>
- Neves, L. F. F., Oliveira, T., da Silva Lopes, A., Brotas, A. M. P., & Massarani, L. (2025). Vaccines on Youtube in Brazil: an exploratory study using Natural Language Processing. *Brazilian Journalism Research*, 21(1).
<https://doi.org/10.25200/BJR.v21n1.2025.1711>
- Ngai, C. S. B., Singh, R. G., & Yao, L. (2022). *Impact of COVID-19 vaccine misinformation on virality on social media: Content analysis of message themes and writing strategies*. <https://doi.org/10.2196/37806>
- Nidhal, M., & Budiman, I. (2025). Meninjau Kembali Kebijakan Label Gizi pada Bagian Depan Kemasan (Front-of-Pack Nutrition Labeling) di Indonesia. *Ringkasan Kebijakan No. 2*, 2, 1–9.
- Nitya, H., Prathima, T., & Sugamya, K. (2024). Decoding YouTube's Trends: Unveiling Viral Content Secrets. *2024 OPJU International Technology Conference on Smart Computing for Innovation and Advancement in Industry 4.0, OTCON 2024*, 1–13.
<https://doi.org/10.1109/OTCON60325.2024.10687676>
- Nour, M. M., Nour, M. H., Tsatalou, O. M., & Barrera, A. (2017). Schizophrenia on youtube. *Psychiatr Serv*, 68(1), 70–74.
<https://doi.org/10.1176/appi.ps.201500541>
- Oh, S. W. (2023). YouTube, Health Information, and Health Literacy. In *Korean J Fam Med* (Vol. 44, Issue 6, pp. 301–302). <https://doi.org/10.4082/kjfm.44.6E>
- Olafsson, S., O'Leary, T. K., & Bickmore, T. W. (2020, October 20). Motivating Health Behavior Change with Humorous Virtual Agents. *Proceedings of the 20th ACM International Conference on Intelligent Virtual Agents, IVA 2020*. <https://doi.org/10.1145/3383652.3423915>

- Ooi, J. Y., Wolfenden, L., Sutherland, R., Nathan, N., Oldmeadow, C., McLaughlin, M., Barnes, C., Hall, A., Vanderlee, L., & Yoong, S. L. (2022). A Systematic Review of the Recent Consumption Levels of Sugar-Sweetened Beverages in Children and Adolescents From the World Health Organization Regions With High Dietary-Related Burden of Disease. *Asia-Pacific Journal of Public Health*, 34(1), 11–24. <https://doi.org/10.1177/10105395211014642>
- Osman, W., Mohamed, F., Elhassan, M., & Shoufan, A. (2022a). Is YouTube a reliable source of health-related information? A systematic review. *BMC Medical Education*, 22(1). <https://doi.org/10.1186/s12909-022-03446-z>
- Osman, W., Mohamed, F., Elhassan, M., & Shoufan, A. (2022b). Is YouTube a reliable source of health-related information? A systematic review. *BMC Medical Education*, 22(1), 1–12. <https://doi.org/10.1186/s12909-022-03446-z>
- Ozduran, E., & Büyükçoban, S. (2022). A content analysis of the reliability and quality of Youtube videos as a source of information on health-related post-COVID pain. *PeerJ*, 10, 1–15. <https://doi.org/10.7717/peerj.14089>
- Parabhoi, L., Sahu, R. R., Dewey, R. S., Verma, M. K., Kumar Seth, A., & Parabhoi, D. (2021). YouTube as a source of information during the Covid-19 pandemic: a content analysis of YouTube videos published during January to March 2020. *BMC Medical Informatics and Decision Making*, 21(1), 1–10. <https://doi.org/10.1186/s12911-021-01613-8>
- Parry, K. (2020). Quantitative Content Analysis of the Visual. In *The SAGE Handbook of Visual Research Methods*. <https://doi.org/10.4135/9781526417015.n22>
- Phuong, D. N. B., My, T. N. T., Phuong, T. N. B., Anh, T. P. N., & Huu, H. Le. (2025). Bibliometric Analysis of the Evolution and Impact of Short Videos in E-Commerce (2015-2024): New Research Trends in AI. *Int J Adv Comput Sci Appl*, 16(3), 461–470. <https://doi.org/10.14569/IJACSA.2025.0160346>
- Pounders, K. R., Royne, M. B., & Lee, S. (2019). The Influence of Temporal Frame on Guilt and Shame Appeals. *Journal of Current Issues and Research in Advertising*, 40(3), 245–257. <https://doi.org/10.1080/10641734.2018.1503115>
- Reagan, R., Filice, S., Santarossa, S., & Woodruff, S. J. (2020). #ad on Instagram: Investigating the Promotion of Food and Beverage Products. *The Journal of Social Media in Society*, 9(2), 1–28.
- Richardson, M. A., Park, W., Bernstein, David. N., & Mesfin, A. (2022). Analysis of the Quality, Reliability, and Educational Content of YouTube Videos Concerning Spine Tumors. *International Journal of Spine Surgery*, 16(2), 278–282. <https://doi.org/10.14444/8215>
- Rocha, L. L., Pessoa, M. C., Gratão, L. H. A., Carmo, A. S. do, Cordeiro, N. G., Cunha, C. de F., Oliveira, T. R. P. R. de, & Mendes, L. L. (2021). Characteristics of the School Food Environment Affect the Consumption of

- Sugar-Sweetened Beverages Among Adolescents. *Frontiers in Nutrition*, 8(October), 1–8. <https://doi.org/10.3389/fnut.2021.742744>
- Röchert, D., Shahi, G. K., Neubaum, G., Ross, B., & Stieglitz, S. (2021). The Networked Context of COVID-19 Misinformation: Informational Homogeneity on YouTube at the Beginning of the Pandemic. *Online Social Networks and Media*, 26(November 2020). <https://doi.org/10.1016/j.osnem.2021.100164>
- Silva, E. M. M., Camargos, C. R., Pordeus, I. A., Abreu, M. H. N. G. de, Vargas-Ferreira, F., & Mattos, F. F. (2024). Global quality scores of Brazilian public health system-related YouTubeTM videos and their users' engagement. *Braz Oral Res*, 38, 1–8. <https://doi.org/10.1590/1807-3107bor-2024.vol38.0099>
- Šimovic, V., Pender, A., & Bakša, V. Z. (2025). Bridging Attention Spans: The Role of YouTube Shorts in Driving Engagement for Long-Form Educational Content. *2025 MIPRO 48th ICT and Electronics Convention, MIPRO 2025 - Proceedings*, 264–268. <https://doi.org/10.1109/MIPRO65660.2025.11131936>
- Sitohang, M. Y. (2022). Reducing the Consumption of Sugar-Sweetened Beverages among Children and Adolescents. *Populasi*, 30(1), 74. <https://doi.org/10.22146/jp.75801>
- Slater, M. D. (1999). Integrating application of media effects, persuasion, and behavior change theories to communication campaigns: A stages-of-change framework. *Health Communication*, 11(4), 335–354. https://doi.org/10.1207/S15327027HC1104_2
- Snelling, A. (2024). *Introduction to Health Promotion*.
- Source, T. N. (2023). *Sugary Drinks*.
- Sözlü, S., & Aslan, S. (2025). Nutritional guidance for the older adults on YouTube: An analysis of video quality, reliability, and source credibility. *Educational Gerontology*, 00(00), 1–13. <https://doi.org/10.1080/03601277.2025.2573393>
- Speight, J., Skinner, T. C., Rose, K. J., Scibilia, R., & Boulton, A. J. (2020). Oh sugar! How diabetes campaigns can be damaging to the cause they aim to serve. In *The Lancet Diabetes and Endocrinology* (Vol. 8, Issue 7, pp. 566–567). Lancet Publishing Group. [https://doi.org/10.1016/S2213-8587\(20\)30190-X](https://doi.org/10.1016/S2213-8587(20)30190-X)
- Suka, M., & Shimazaki, T. (2023). Effectiveness of using humor appeal in health promotion materials: evidence from an experimental study in Japan. *Archives of Public Health*, 81(1). <https://doi.org/10.1186/s13690-023-01226-9>
- Syed-Abdul, S., Gabarron, E., & Lau, A. Y. S. (2016). Participatory Health through Social Media. In *Participatory Health through Social Media*. <https://doi.org/10.1016/C2015-0-05709-4>

- Te, V., Ford, P., & Schubert, L. (2019). Exploring social media campaigns against sugar-sweetened beverage consumption: A systematic search. *Cogent Medicine*, 6(1), 1607432. <https://doi.org/10.1080/2331205x.2019.1607432>
- Tong, C., Margolin, D., Chunara, R., Niederdeppe, J., Taylor, T., Dunbar, N., & King, A. J. (2022). Search Term Identification Methods for Computational Health Communication: Word Embedding and Network Approach for Health Content on YouTube. *JMIR Medical Informatics*, 10(8), 1–14. <https://doi.org/10.2196/37862>
- Trends, G. (2025). *Sugar-sweetened beverages*. <https://trends.google.com>
- Tur, K. (2025). YouTube as a Source of Information for Dietary Guidance and Advisory Content in the Management of Non-Alcoholic Fatty Liver Disease. *Healthcare (Switzerland)*, 13(4), 1–15. <https://doi.org/10.3390/healthcare13040351>
- Ulfah, N. H., Wongsasuluk, P., Fauzi, R., Alma, L. R., Katmawanti, S., & Kartikasari, D. (2022). Smartphone usage and dietary habits associated with sugar-sweetened beverages preferences among Indonesian female university students. *Journal of Public Health in Africa*, 13(s2), 55–58. <https://doi.org/10.4081/jphia.2022.2411>
- United Nations Children’s Fund (UNICEF). (2019). *Policy Brief: Sugar-Sweetened Beverage Taxation*.
- Vaala, S. E., Bleakley, A., Hennessy, M., & Jordan, A. B. (2016). Weight Stigmatization Moderates the Effects of Sugar-Sweetened Beverage-Related PSAs Among U.S. Parents. *Media Psychology*, 19(4), 534–560. <https://doi.org/10.1080/15213269.2015.1121826>
- Vandormael, A., Hachaturyan, V., Adam, M., Favaretti, C., Gates, J., & Bärnighausen, T. (2021). Effect of a story-based, animated video to reduce added sugar consumption: A web-based randomized controlled trial. *Journal of Global Health*, 11, 04064. <https://doi.org/10.7189/jogh.11.04064>
- Viera, A. J., & Garrett, J. M. (2005). *Understanding Interobserver Agreement: The Kappa Statistic*. <https://doi.org/10.1001/jama.268.18.2513>
- Violot, C., Elmas, T., Bilogrevic, I., & Humbert, M. (2024). Shorts vs. Regular Videos on YouTube: A Comparative Analysis of User Engagement and Content Creation Trends. *Proceedings of the 16th ACM Web Science Conference, WebSci 2024, March 2021*, 213–223. <https://doi.org/10.1145/3614419.3644023>
- Wang, Y., Liu, H., Li, C., Wu, J., Guo, W., Li, F., & Wang, L. (2024). Quality and reliability of short Chinese videos related to acute pancreatitis on TikTok and Bilibili. *Journal of Pancreatology*. <https://doi.org/10.1097/JP9.0000000000000207>

- Widarjono, A., Afin, R., Kusnadi, G., Zulfiqar Firdaus, M., & Herlinda, O. (2023). Taxing sugar sweetened beverages in Indonesia: Projections of demand change and fiscal revenue. *PLoS ONE*, *18*(12 December), 1–11. <https://doi.org/10.1371/journal.pone.0293913>
- World Health Organization. (2022). *WHO manual on sugar-sweetened beverage taxation policies to promote healthy diets*. <https://www.who.int/publications/i/item/9789240056299>
- Xiao, X., Wong, R. M., & Yang, W. (2024). Effectiveness of video-based health promotion: A systematic review and meta-analysis. *Patient Education and Counseling*, *119*(December 2023), 108095. <https://doi.org/10.1016/j.pec.2023.108095>
- Yang, S., Brossard, D., Scheufele, D. A., & Xenos, M. A. (2022). The science of YouTube: What factors influence user engagement with online science videos? *PLoS ONE*, *17*(5 May), 1–19. <https://doi.org/10.1371/journal.pone.0267697>
- Yao, L., Ngai, C. S. B., Singh, R. G., & Chen, F. (2024). Social Media Users' Engagement with Fear Appeal Elements in Government's Health Crisis Communication via State-Owned Media. *Journal of Health Communication*, *29*(8), 524–537. <https://doi.org/10.1080/10810730.2024.2378338>
- Yavan, M. A., & Gökçe, G. (2022). YouTube as a source of information on adult orthodontics: a video analysis study. *Journal of the World Federation of Orthodontists*, *11*(1), 41–46. <https://doi.org/10.1016/j.ejwf.2021.09.001>
- Yurdaisik, I. (2020). Analysis of the Most Viewed First 50 Videos on YouTube about Breast Cancer. *BioMed Research International*, *2020*. <https://doi.org/10.1155/2020/2750148>
- Yutainten, Kuswarno, E., Wahyudin, U., & Mirawati, I. (2025). Reframing Government Science Communication in the Digital Era: A Multi-Model Study of BRIN (Indonesia). *Publications*, *13*(3). <https://doi.org/10.3390/publications13030045>
- Zhaksylyk, A., Yessirkepov, M., Akyol, A., & Kocyigit, B. F. (2024). YouTube as a Source of Information on Public Health Ethics. *Journal of Korean Medical Science*, *39*(7). <https://doi.org/10.3346/jkms.2024.39.e61>
- Zhang, Q., Li, Z., Zhang, H., Han, L., Zhao, S., & Jia, S. (2025). YouTube and Bilibili as sources of information on oral cancer: cross-sectional content analysis study. *Scientific Reports*, *15*(1), 1–10. <https://doi.org/10.1038/s41598-025-02898-9>
- Zhao, X., Yao, X., Sui, B., & Zhou, Y. (2024). Current status of short video as a source of information on lung cancer: a cross-sectional content analysis study. *Frontiers in Oncology*, *14*(November), 1–8. <https://doi.org/10.3389/fonc.2024.1420976>

- Zheng, X., Li, Q., Jin, L., Shi, K., & Deng, M. (2025). Quality, reliability, and dissemination of lung cancer information on short-video platforms in China: a cross-platform content analysis of TikTok, Kwai, and Rednote. *Frontiers in Public Health*, 13. <https://doi.org/10.3389/fpubh.2025.1683561>
- Zhou, M., Ramírez, A. S., Schillinger, D., Ha, S., & Chittamuru, D. (2025). The Effectiveness of Empowerment Versus Fear Messaging on Sugary Beverage Consumption Intentions Among Young Adult Latinas. *Health Education and Behavior*. <https://doi.org/10.1177/10901981251341294>
- Zhou, Y., Zeng, X., Yuan, T., Wang, Q., Wu, S., Du, L., Wang, L., & He, J. (2025). Content accuracy and reliability of pulmonary nodule information on social media platforms: a cross-platform study of YouTube, Bilibili, and TikTok. *Frontiers in Medicine*, 12(September). <https://doi.org/10.3389/fmed.2025.1613526>
- Zuo, Q. H., Du, K., Li, A., Zhang, C. Y., Guo, R., Chen, P., Du, W. S., Zuo, Y. L., & Li, S. M. (2025). Quality and reliability of osteoarthritis-related health information on short video platforms: a cross-sectional comparative study of TikTok and Bilibili. *Frontiers in Digital Health*, 7(November), 1–11. <https://doi.org/10.3389/fdgth.2025.1623247>