

# Mapping The Characteristics of Medical Influencer on Social Media: A Study from Indonesia

Niken Febrina Ernungtyas<sup>1</sup>, dan Rino Febrianno Boer<sup>2</sup>

<sup>1</sup> Universitas Indonesia, <sup>2</sup> Institut Komunikasi dan Bisnis LSPR

<sup>1</sup> IASTH 6<sup>th</sup> Floor, Jl. Salemba Raya No 4, Jakarta Pusat, 10430, Indonesia

<sup>2</sup> Jl. K.H Mas Mansyur, Kav 35, Sudirman Park Campus, Jakarta Pusat, 10220, Indonesia

<sup>1</sup> [nikenfebrina@ui.ac.id](mailto:nikenfebrina@ui.ac.id), <sup>2</sup> [rino.fb@lspr.edu](mailto:rino.fb@lspr.edu)

## Abstract

*Social media have a crucial role in health discourse and have become a health information source in Indonesia. Health professionals have actively shared information, updated the situation and regulations, explained the cases by answering users' questions, and combated the hoax through their accounts during the COVID-19 pandemic. Health professionals are still perceived as credible and trusted sources to provide health information and messages to the public. This study aims to describe the credibility and expertise aspect of a medical doctor on social media, particularly Instagram (n=73), TikTok (n=60), and Twitter (n=49). The research uses a quantitative approach capturing the bio and content from the accounts of medical influencers. The research findings reveal that health professionals on social media have transformed into microcelebrities, where some receive pay to promote and self-promote themselves.*

**Keywords:** *social media; medical influencers; health discourse; credibility; expertise*

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## Pemetaan Karakteristik Medical Influencer di Media Sosial: Studi dari Indonesia

### Abstrak

Media sosial memiliki peran krusial dalam diskursus kesehatan dan sumber informasi kesehatan di Indonesia. Profesional kesehatan telah secara aktif membagikan informasi, peraturan dan situasi terkini, menjelaskan kasus kesehatan, menjawab pertanyaan netizen, dan memerangi hoaks melalui akun media sosial ketika pandemi COVID-19. Profesional kesehatan masih dianggap sumber kredibel dan terpercaya yang memberikan informasi dan pesan kesehatan kepada publik. Penelitian ini bertujuan untuk mendeskripsikan aspek kredibilitas dan keahlian dokter medis yang aktif di media sosial, terutama Instagram (n=73), TikTok (n=60), dan Twitter (n=49). Penelitian ini menggunakan pendekatan kuantitatif untuk memotret akun bio dan konten influencer medis. Penelitian ini menemukan profesional kesehatan di media sosial bertransformasi menjadi selebriti mikro, dimana menerima konten paid promote dan mempromosikan diri dan keahliannya.

**Kata-kata Kunci:** *media sosial; medical influencers; diskursus kesehatan; kredibilitas; keahlian*

## INTRODUCTION

Social media have been a popular health information source in Indonesia, particularly during the COVID-19 pandemic (Saud et al., 2020). Debates on health discourse like the pros and cons of vaccination (Karolina & Zarkasi, 2022), implementation of Social Security Administrative Body (Badan Penyelenggara Jaminan Sosial/BPJS) as national health insurance (Laagu & Arifin, 2020), and a healthy lifestyle campaign (Januraga et al., 2020) commonly occur on social media. Since the COVID-19 pandemic, health information, rumors, hoaxes, and fake news have been extensively disseminated on social media (Assiroj et al., 2018).

However, the young generation has been mistrustful and uncertain about health information circulated on social media (Purwaningtyas, 2020). Indonesian media social users are actively negotiating, criticizing, and looking for other health information sources, particularly related to COVID-19 (Majid, 2020). Moreover, social media users living in big cities easily identify hoax information, feel bad about it, and stop spreading the hoax (Milana & Swarnawati, 2022). Therefore, the health information credibility issue on social media has arisen.

Furthermore, most information sources related to health are obtained through internet sources such as search engines, websites, and social media (Zhang et al., 2021). At the same time, patients even prefer searching for health information on the Internet before they visit a doctor (Alduraywish et al., 2020). They use social media to eradicate health misinformation providing two-way communication during

public health crises. It occurred during the Zika virus outbreak in the United States of America. The US Department of Health asks direct question-and-answer and fact-checking services on social media. One of the strategies is to provide a question-and-answer format directly on social media or fact-check sessions between patients and the community on social media (Neely et al., 2021).

Although the public can obtain health information from various online channels, the information quality and completeness are issues that concern healthcare professionals. Health information can be misleading, inaccurate, and incomplete. Moreover, the lack of supervision on online health information could be outdated, sourced from unqualified parties, fraudulent, or utilized as product advertisement (Wang et al., 2008). Therefore, the credibility of health information on online channels plays a crucial role in straightening misinformation.

Hu and Sundar (2010) explained there are some typologies of online health information credibility. It can be divided based on the source collection into (1) collective, (2) individual, and (3) unknown gatekeeping. Some consider social media such as Instagram, Twitter, and TikTok as sources for individual gatekeeping come from individual accounts (Hu & Sundar, 2010). Moreover, healthcare professionals do not individually manage all accounts on social media. Albalawi and Sixsmith (2017) described health influencers in Saudi Arabia are individual and organizational accounts. Interestingly the health influencers are mainly from non-healthcare but religious persons, politicians, the Saudi royal family, and celebrities (Albalawi & Sixsmith, 2017).

The consistency of source background, credibility, and sensitivity of health information have brought complexity to the issue (Hu & Sundar, 2010).

This health misinformation has serious implications for public trust in government agencies and healthcare institutions (Akbar et al., 2022). Interestingly, although public trust among public service institutions has decreased, the number of followers of medical doctor accounts on social media has increased, particularly during the COVID-19 pandemic (Neely et al., 2021). This situation shows that medical doctors on social media may be considered credible sources of health information.

Social media are considered a promotion and education platform for medical professionals (Gupta et al., 2020). As the number of followers on social media grows fast, medical doctors who are active on social media have turned into influencers or micro-celebrities. They have used popularity and high-level engagement to create more promotional content (Fan et al., 2019), both self-promoted and paid promotion partnerships. Gupta et al. (2020) found that in the context of plastic surgeon influencers, this similar situation leads to misleading information and possibly influences the integrity of the doctor-patient relationship and health source credibility.

On the contrary, pediatric influencers play a significant role in combating fake news and promoting better communication on children's health (Bozzola et al., 2021). Bozzola et al. (2021) even concluded that using social media is a successful strategy for pediatric influencers to spread health messages. Moreover, a case study from

a veterinarian influencer showed that expertise and knowledge occupation have calibrated with the micro-celebrity concepts (Maddox, 2022). Maddox added that naturally, it benefits the knowledge influencer in economics by attracting social media metrics and sponsored posts. Besides, a study of social media influencers who focus on diet and nutrition blogs may not be credible. The transparency uses the resources and the trustworthiness of the nutrition content is considered less creditable than that of the nutritionist's official website (Sabbagh et al., 2020).

Although medical doctor plays a significant role in disseminating health information on social media, the issue of credibility is unavoidable. This study brings it to the Indonesian context which medical doctor participation on social media has risen. Moreover, the research focuses on mapping and capturing the characteristics of a medical doctor on social media from source messages and influencer perspectives. A variety of research related to influencers has been carried out, for example, Singaporean influencer's daily life (Abidin, 2018), personal branding of social media influencers (Bakshy et al., 2011), and content and traffic monetization strategies (Abidin, 2020). An influencer in the health sector has been studied in the context of Twitter in Saudi Arabia to identify health promotion accounts (Albalawi & Sixsmith, 2017). In Indonesia, there is a lack of research that attempts to map and create a typology of health influencers on three different social media platforms; Instagram, Tik Tok, and Twitter. Thus, the research question of this study is *'How are the mapping and characteristics of Indonesian*

*medical doctors as health influencers on the social media platforms Instagram, Twitter, and TikTok?’*

## LITERATURE REVIEW

The concept of credibility in communication has been studied thoroughly. Aristotle explained that credibility is to *perceived credibility consisting of judgment on the auditor’s intelligence and character and the speaker’s goodwill toward the audience as these personal characteristics appear throughout the speech* (Griffin et al., 2019, p. 280). Petty and Cacioppo point out the *credibility of the audience’s perception of the messages from the source’s expertise, character, and dynamism, typically in a peripheral cue* (Griffin et al., 2019 p.187). In the post-truth context, Viviani and Pasi (2017) updated the definition of credibility. The credibility of health information on social media is called believability. It means a quality perceived by individuals who are not always able to discern with their cognitive capacities legitimate information from fake ones (Viviani & Pasi, 2017). As a concept, therefore, credibility has a significant role in the communication process in conveying a message, persuading, and changing behavior.

Credibility has been developed into scale by measuring perceived expertise, trustworthiness, and attractiveness (Ohanian, 1990). Expertise refers to the degree to which the communicator is a source of a valid claim. Meanwhile, trustworthiness is the level of source confidence in conveying a message. Finally, attractiveness relates to the likability, familiarity, and similarity of the sources to the audience.

Although the original study of source credibility is in the conventional media, the rise of influencers on social media has involved source credibility in recent research. In this matter, the expertise and trustworthiness issue has been crucial since influencers may not be honest or bias delivering messages due to paid promotions or partnerships.

Hu and Sundar (2010) described the complexity of source credibility online health information. In online communication, the audience may refer to the source of the online health information as *a doctor, social media, social media of a medical doctor, or simply the Internet*. Hu and Sundar (2010) explained the visibility source of online health information comprises two levels: collective and individual. Website is an example of visible sources at the collective level, such as health media platforms, hospitals, or government representations. Interestingly interactive interfaces (Song et al., 2021) have also influenced the perception of credibility, particularly trustworthiness and authority (Robins et al., 2010). The audience also evaluates the website based on the credibility of the health information that follows the advice in actual behavior (Wang et al., 2008). Similar studies also found that interface design, clear layout, interactive features, and authority of the owners on the health information website positively affect the trust or credibility of the audience (Sbaffi & Rowley, 2017). Otherwise, a health information website is evaluated based on the aspects of information and design. The information content relates to accuracy, authority, objectivity, and currency. The visual design is associated with concise,



beautiful, elegant, friendly, fresh, futuristic, sharp, and valuable (Irwansyah et al., 2016).

Medical doctors or laypersons concerned with health issues run various websites, blogs, or social media accounts as visible sources at the individual level. Online communities of support groups and disease survivors represent the receiver source in kind of newsgroups, chat rooms, and mailing lists. Interestingly persons in the health community also evaluate the information based on homophily, the tendency to seek similar data in an online discussion group (Wang et al., 2008). If the audience considers the origin of online health information from *the Internet*, it means regarding the Internet as a self-governing source (Hu & Sundar, 2010).

The complexity of online health information has arisen since digital technology platforms characterize user-generated media and user-generated content. It allows everyone to share health information online, including medical doctors or laypersons. Compared to conventional media with medical professional health information monopoly, online health information challenges various forms of sources (Hu & Sundar, 2010). Therefore, this study refers to active medical doctors on social media as visible sources of health information at the individual level. The existence of medical doctors on social media has been studied, like plastic surgery influencers (Fan et al., 2019; Gupta et al., 2020), pediatric influencers (Bozzola et al., 2021), and veterinarians (Maddox, 2022).

As with other social media influencers, medical doctors gain many followers and develop intimate relationships by

sharing information, knowledge, and expertise (Zou et al., 2021). Influencers typically mean people who influence how particular ideas or behaviors spread. This broad definition is ambiguous, though, as nearly every person seeks to influence others and is affected by them. As a result, the word *influencers* explicitly refers to professionals like journalists, public figures, government officials, celebrities, and media representatives. In these aspects, the unique qualities can affect many other individuals and transfer their influence through various media in the setting of new media platforms.

An influencer is one of the icons of online celebrities or famous persons on the Internet for a living (Abidin, 2018). Influencers are phenomena that exist globally but vary in each nation. For instance, in Japan, it distinguishes between mainstream celebrities and the word "*torento*," which refers to well-known individuals on social media who lack the attribution of the entertainment business. In China, internet celebrities are called *wanghong* with large social media followers and are a part of retail company chains that advertise a product online. Even without exhibiting any specific talent or expertise, *Wanghong* can draw viewers' attention online. *Wanghong* may generate revenue from visitor visits by creating aesthetically engaging content (Abidin & Brown, 2019).

Maddox (2022) categorized medical doctors or health professionals as micro-celebrity rather than influencers. Although the terms are similar and interchangeable, both have different logic. Micro-celebrity is a social media self-presentation strategy in which individuals view themselves

as something to be consumed by others (Maddox, 2022). Moreover, micro-celebrities are often already making a living doing what they love, performing relational labor, and social media activity in ways sustaining the digital sociality of their primary occupation. Maddox (2022) labeled knowledge influencers as those who keep skills in the background have specialized expertise, and overuse authenticity as an aspirational maneuver, including medical doctors on social media. Thus, in this study medical influencers refer to professional medical doctors who actively advocate health issues on social media.

## RESEARCH METHODS

The positivist paradigm is applied in this study to map the different knowledge to the types of influencers in the medical field. This study uses content analysis to examine content, information, and symbols in written texts or other forms of communication (Al Khaja et al., 2018). In conducting content analysis, researchers identified a group of materials and developed a guideline to track specific content characteristics. The content analysis guideline helps to record how words or themes frequently appear. Moreover, after discovering and analyzing all documents, the researchers sometimes use tables, graphs, or charts (Neuman, 2013).

The unit analysis of this study is a medical doctor account on Instagram, TikTok, and Twitter. After analyzing the data, the coders identified whether an account uses an academic title (*dr. dokter*) on the account name or bio and frequent posts on health information. Moreover, the coders observed the content of picture posts,

video posts, tweets, or Instagram stories (Instastory) in the last three months. These profiles compiled by three coders occur during 1-30 December 2022, or one-month data collection. The coders were recruited from senior-year undergraduate students from the Communication Department.

The researchers developed a coding book based on a literature review related to credibility and expertise. There are 14 items or categories; (1) name accounts, (2) social media platforms, (3) occupation categories, (4) gender, (5) type accounts, (6) types of name accounts, (7) registration on [www.kki.go.id](http://www.kki.go.id), (8) paid to promote, (9) self promote, (10) health information content, (11) topic of content, (12) charity content, (13) politic content, and (14) online war. Name accounts refer to their @name on each social media. Meanwhile, the researchers categorize social media platforms as (1) Instagram, (2) TikTok, and (3) Twitter. For the occupation category, the researchers divided it into four labels; (1) general practitioners, (2) medical residents, (3) medical specialists, and (4) dentists. Moreover, gender is male and female. Account types refer to social media accounts used for personal or professional purposes. A personal account is an individual account that uploads professional and personal mixed content (hobby, family, friends, etc.). A professional account is an account that only uploads content related to professional work life. The name types of accounts refer to using a real name, pseudonym, or anonym. The real name means the account name and personal identity are similar. A pseudonym is the account name and personal identity different. Anonym refers to not sharing personal identity.

When confirming the expertise aspect, the researchers checked the current registration on the website of *Konsil Kedokteran Indonesia* (Indonesia Medical Council) with the following criteria (1) registered and active, (2) registered but expired, and (3) no available data to find out. Both paid-to-promote and self-promote products identify the knowledge that influencers openly receive a paid promotion and or promote themselves on their accounts.

When identifying paid-to-promote products, there is a clear statement. It includes (1) a bio for paid-to-promote products to contact the following number. It is also for (2) a bio *Brand Ambassador* for a particular product or (3) content (feeds, reels, tweets, videos, or Instagram stories) to endorse a product or service. When identifying self-promote products, there is a clear statement. It includes (1) a bio *Brand Ambassador* in their products, or (2) content related to their products, books, or to visit their hospitals, clinics, events, and others.

Moreover, health information posts will identify whether posts on health information are active or not. The posts on health-related information will contain health issues, such as the explanation of vaccines/diseases/medicine, the demonstration of first aid, and others. Health information could appear on feeds, reels, and Instastory on Instagram, videos on TikTok, and threads or tweets on Twitter.

The content topic refers to the main topic discussed or delivered on social media accounts. The charity content relates to a donation campaign or asks their followers to donate, fund, and ask for empathy about health issues. For example,

donations for cancer patients, support for the health worker, etc. Meanwhile, politics relates to content, posts, or comments about government health policy, criticism, or support. Examples are the support of the Omnibus Law in health or the criticism of vaccine policy. Finally, online war is related to having an argument or online debate on health issues or information, particularly combating health misinformation or disinformation.

## RESULT AND DISCUSSIONS

This study collected the number of medical influencers' accounts on Instagram (n=73), TikTok (n=60), and Twitter (n=49). All accounts are publicly accessed and the data were reported anonymously. The researchers conducted the intercoder reliability using Cohen Kappa ( $= 0.9$ ), which revealed an almost perfect agreement among coders.

According to occupation, medical specialist influencers are most visible on social media, notably Instagram. Meanwhile, most general practitioners are actively on TikTok.

**Table 1. Occupation Category of Medical Influencers**

Category	Instagram	Tiktok	Twitter	f
GP	23	26	10	59
MS	47	25	35	107
MR	3	2	2	7
D	0	7	2	9
Total	73	60	49	182

Source: Research Output, 2023

GP: General Practitioners

MS: Medical Specialists

MR: Medical Residents

D: Dentists

Interestingly, the gender of most medical influencers is male on Instagram, TikTok, and Twitter. Only a few female medical influencers are active on Twitter.

**Table 2. Gender of Medical Influencers**

Category	Instagram	Tiktok	Twitter	f
Female	32	18	8	58
Male	41	42	41	124
Total	73	60	49	182

Source: Research Output, 2023

Moreover, most medical influencers use similar accounts as personal accounts, including personal life, hobbies, or family stories. Due to their professionals, only a few medical influencers consistently use TikTok accounts.

**Table 3. Types of Accounts Among Medical Influencers**

Category	IG	Tiktok	Twitter	f
Personal	56	55	39	150
Professional	17	5	10	32
Total	73	60	49	182

Source: Research Output, 2023

Based on the types of name accounts, most medical influencers use their real name, particularly on Instagram. Many medical influencers on TikTok significantly use pseudonym names as well.

**Table 4. Types of Name Accounts of Medical Influencers**

Category	Instagram	Tiktok	Twitter	f
Real Name	51	29	22	102
Pseudonym	21	30	25	76

Anonym	1	1	2	4
Total	73	60	49	182

Source: Research Output, 2023

Concerning their registration on [www.kki.go.id](http://www.kki.go.id) to confirm their expertise, medical influencers are mostly registered and active recently. Any influencers have registered their status but have expired. So, they are professionally not working again as medical doctors but have a medical education background. The 'not available' category closely relates to the anonym accounts which we cannot find their names on [www.kki.go.id](http://www.kki.go.id) due to using a pseudonym or anonymous account.

**Table 5. Registration on [www.kki.go.id](http://www.kki.go.id)**

Category	Instagram	Tiktok	Twitter	f
N/A	3	5	5	13
Expired	5	0	4	9
Registered	65	55	40	160
Total	73	60	49	182

Source: Research Output, 2023

Most influencers posted paid promotions on Instagram and TikTok rather than on Twitter.

**Table 6. Paid Promotion**

Category	Instagram	Tiktok	Twitter	f
No	37	28	43	108
Yes	36	32	6	74
Total	73	60	49	182

Source: Research Output, 2023

Besides, most medical influencers openly do self-promotion, so the audience



knows about their current job, the clinics or hospitals where they work, or the books they have published.

**Table 7. Self Promotion**

Category	Instagram	Tiktok	Twitter	f
No	1	21	11	33
Yes	72	39	38	149
Total	73	60	49	182

Source: Research Output, 2023

For clarity, few influencers posted about charity or donation content, particularly on Twitter.

**Table 8. Charity Content**

Category	Instagram	Tiktok	Twitter	f
No	72	59	45	176
Yes	1	1	4	6
Total	73	60	49	182

Source: Research Output, 2023

For critics or political posts, no medical influencers engaged in political issues, particularly TikTok. Interestingly, Twitter is the only social media website where medical influencers actively criticize government policy.

**Table 9. Political Content**

Category	Instagram	Tiktok	Twitter	f
M.C	0	0	3	3
S.C/S	2	0	12	14
M.S	18	0	2	20
N/A	53	60	32	145
Total	73	60	49	182

Source: Research Output, 2023

M.C = Mostly Critics

S.C/S = Sometimes Critics/Sometimes Support

M.S = Mostly Support

Like critique or political engagement, most medical influencers have an online dispute on Twitter rather than the other two social media platforms.

**Table 10. Online Disputes**

Category	Instagram	Tiktok	Twitter	f
No	70	60	27	157
Yes	3	0	22	25
Total	73	60	49	182

Source: Research Output, 2023

For health topics, broad health issues, including daily health practices for the general public, arose on social media. Pediatric and beauty issues, including aesthetic procedures and skin care products, are also frequently mentioned.

**Table 11. Health Topic Content**

Topic	Instagram	Tiktok	Twitter	f
General	11	20	22	53
Pediatric	16	5	7	28
Beauty/ Skincare	13	7	0	20
Obgyn	4	5	3	12
Nutrition	9	0	0	9
Dental Health	0	7	2	9
Mental Health	4	1	3	8
Dermatology	3	2	1	6
Ortho	3	2	1	6

Pulmo	0	2	3	5
Cardiology	1	2	2	5
Sex	0	4	0	4
Physical Medicine	2	1	0	3
COVID-19	3	0	0	3
Healthy Lifestyle	2	0	0	2
Ophthal	0	1	1	2
Sport	0	1	0	1
Diet	0	1	0	1
Liver	1	0	0	1
Total	73	60	45	178

Source: Research Output, 2023

At the individual level, it is categorized health information sources from medical doctors on social media are visible sources (Hu & Sundar, 2010). The research findings get support from the concept of user-generated content in health information, which allows anyone, including professionals and laypeople, to develop their content. This research finding shows not all social media accounts that disseminate health advice are now professional medical doctors. Medical influencers with expired registration certificates were apparent based on the registration results on the website of the Indonesian Medical Council. The registration certificate (Surat Tanda Registrasi/STR) is a valid written document for medical doctors issued by the Indonesian Medical Council for five years. It means that persons with expired labels in the database are no longer in the registration by the Indonesian Medical Council as

professional medical workers. The website of KKI does not list the names of all medical influencers. It shows that medical influencers use pseudonyms or anonym as social media accounts. The name accounts may use a nickname or another name that completely differs and does not relate to a real registered name on the KKI website. The influencers may have self-created as medical doctors but do not officially or partially work as health professionals. Using a pseudonym on social media might be interpreted as privacy protection. Cyberbullying and persecution of medical doctors were reported, particularly during the COVID-19 pandemic in Indonesia (Redaksi Metropolis, 2020). The discussion around medical doctors and pseudonyms on social media accounts appears at the academic level. A medical doctor who uses a pseudonym tends to post unprofessional tweets compared with recorded names (Brynolf et al., 2013). Other studies also discuss the professional, personal, and pseudonym academic identities on social media. A pseudonym is perceived as legitimate and conceals considerable experience. Traditional practice in the scholarly world does not include pseudonymous collegiate accounts seen as unimportant by mainstream academia (Williams & Greenhalgh, 2022). William and Greenhalgh (2022) argue that real identity on social media remains a crucial aspect of academia. Although social media allow the use of a pseudonym or anonymous authorship, health professional requires an authentic identity to show there is a responsible person behind the innovation and taking credit for it (Lin et al., 2015).

Medical doctors on social media have transformed into micro-celebrities. In Table 6 and Table 7, the data show that medical doctors on social media explicitly paid-to-promote products or paid partnerships for their content. Medical professionals on social media have commodified their account analytics and sponsored posts, much like other micro-celebrities (Maddox, 2022). Besides, they use social media to amplify their professional work, such as books, products, and medical services. Micro-celebrities are different from internet celebrities. Micro-celebrities tend to focus on one platform and not use multiple platforms simultaneously. In addition, micro-celebrities also focus on a segmented audience and use social media as a sideline, not as a professional for fame. Finally, micro-celebrities are more involved with their followers than internet celebrities, who typically function as *anchors* for specific content themes (Abidin, 2018).

The rising number of micro-celebrities particularly relates to beauty content and the general beauty industry. This study also reveals beauty topics as the number three topic discussed by the medical doctor on social media, particularly on Instagram. The findings supported the claim of a communication agency that Instagram is the best platform for beauty products, followed by Facebook and TikTok (Spencer-Jolliffe, 2023). Instagram highlights visual content as a specific feature that suits the beauty product marketing strategies. However, most beauty product buyers look for reviews, opinions, recommendations, or comments on social media (Valentine, 2019). Thus expert bloggers, celebrity endorsements,

beauty influencers, and medical influencers are flourishing to be involved in online beauty discourse.

Another interesting finding is the role of Twitter as a social media that allows the expression of political views and arguments. Compared to other social media, Twitter is considered a 'serious' site compared with other social media (Laor, 2022). Twitter has become central to world politics from the election, policy debates, and government criticism. Twitter is more than interpersonal communication technology its features and characteristics have transformed the articulation and development in democratic settings (Duncombe, 2019). Moreover, Twitter has also become a 'battlefield' among scientists and health experts in the early COVID-19 pandemic (Välvirronen et al., 2020). Although there is still a lack of research to prove Twitter is a more democratic social media platform, this study provides information on public debates and criticism of health among health professionals who tend to appear on Twitter rather than Instagram and TikTok.

## CONCLUSION

Social media have a crucial role in health discourse and have become an essential health information source in Indonesia. This study draws a map and characterizes medical doctors as health influencers on Instagram, TikTok, and Twitter. The categorization of content analysis reveals that medical influencers are dominantly male, and most occupations is medical specialists such as pediatricians, cardiologists, pulmonologists, orthopedic doctors, and dermatologists. Although

most medical influencers use social media accounts for personal purposes, some use pseudonyms over their real names. Interestingly, the Indonesia Medical Council does not register all medical influencers on its website because some use pseudonyms and anonym, and expired registration. In this matter, medical doctors on social media have transformed into micro-celebrity where the trend of paid promotion and self-promotion are rising. A medical influencer on Twitter tends to be involved in political discourse and online debate. The research reveals that health professionals in social media have transformed into microcelebrities. As the number of followers gained, the utilization of social media is not merely conveying health information. It expands to the economy as a paid-promote account and political action to influence public opinion related to public health policy.

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