ABSTRACT

MOHAMAD SYAHRIL DELUMA . The connection between community interest in integrating health applications in the working area of the Limboto Community Health Center and social interaction. In charge are ANDI NUR AINA SUDIRMAN as a member and RONA FEBRIYONA as chair.

Technology in the healthcare industry truly benefits society by lowering medical expenses and expanding the pool of medical experts. The purpose of this study is to ascertain how social interaction and people's interest in using health applications are related. Cross-sectional design employs quantitative methodologies in this study. A total of 96 respondents are included in the process of incidental sampling for sample collection. Questionnaires are used for data collection, and chi-square tests with a 95% significance threshold ($\alpha = 0.05$) are used for data analysis. According to the study's findings, out of the 96 respondents, 72 had high levels of social engagement, 49 had high levels of interest in using health applications, and 23 had low levels of interest. Three respondents exhibited a strong interest in developing health apps, whereas the remaining twenty-one respondents showed a low interest in doing so. These 24 respondents had moderate social contact. Chi-square test findings indicate a P-value of 0.00 ($\alpha = 0.05$), In the working area of the Limboto Community Health Center, social contact and community interest in adopting health applications are related; it may be determined. Interest is significantly influenced by social interaction. People will find it easier to receive information if they engage in high levels of social interaction, particularly in the health sector. This research suggests that in order to enhance people's interest in using health applications, Puskesmas should incorporate features to make them more visually appealing and user-friendly.

Keywords: Public Interest, Health Applications

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