A QUALITATIVE FRAMEWORK ANALYSIS ON FACEBOOK ENGAGEMENT: THE TEH TARIK KURANG MANIS PILOT INITIATIVE

ABSTRACT

There is an increased risk of type 2 diabetes mellitus and metabolic syndrome because of sugar sweetened beverages. The strong culture of *teh tarik* (literally means 'pulled' milk tea) among our Malaysians is certainly a potential health threat. Therefore the Ministry of Health Malaysia have taken a pilot initiative to create a more socially engaging health communication through social media complementing the conventional media campaign which began in August 2014. Social media engagement is a timely approach to be embraced and understood for its potential impact on health behaviour change. This qualitative framework analysis studies on Facebook engagement in response to the *Teh Tarik Kurang Manis* pilot initiative on *Nak Sihat* Facebook page's posts through non-participatory online observation. Data of posts, reply posts, likes and shares/ tags were collected in a developed framework table to measure interactions and analyse conversations qualitatively. 35 post related to *teh tarik* were characterised into six main themes based on posts' identified purposes while subthemes were categorised based on posts' subject. The six themes were to establish associations, to share practices, to give health information, to persuade, to break the barriers, and to trigger advocacy with regards to *teh tarik* consumption. From 158 reply posts (from 69 unique fans), the most (60/158, 38%) were in response to the trigger advocacy theme posts. The highest average reply post by post were in response to posts on breaking the barriers theme. All themes garnered positively inclining conversations towards the less sugar behaviour. It is evident that Facebook has potential to create awareness, engage, advocate and create social influence among the Facebook page fans on the promoted behaviour. Facebook brings health communication to another leap of social health advocacy by people for people due to its high interactivity and information exchangeability.