

The Effect of Exercise and Health Promotion via Social Media on Weight Reduction
Among Obese Adult

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Abstract

Introduction: To analyze the effects exercise and using social media on body mass index (BMI), muscle mass and percent of body fat in obese adult.

Methods: The quasi experimental one group were applied on 15 obese subjects (BMI of $36.8 \pm 6.12 \text{ kg/m}^2$). This study was conducted in an assurance company at PT Cigna Indonesia for eight weeks. The exercise was given every three times a week and health promotion was given every morning day via group what's app

Results: The result showed a significant decrease before and after intervention in BMI ($36.8 \pm 6.12 \text{ kg/m}^2$ and $35.4 \pm 5.96 \text{ kg/m}^2$) and PBF ($42.5 \pm 11.5\%$ and $41.3 \pm 11.2\%$). However, only the MM (54.4 ± 12.6 and 53.5 ± 11.6) not significantly before and after intervention ($P > 0.05$).

Conclusions: These results demonstrate the potential of combination exercise and health promotion via whatsapp app to assist obese individuals with respect to promotion healthy diet and physical activity for weight management.

Keywords: Exercise, Health Promotion, Obese, Social Media