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

Gifari, N (MSc)\textsuperscript{1,2*}, Kuswari, M (MSc)\textsuperscript{1,2}, Nuzrina, R (MSc)\textsuperscript{1,2}, Wulandari P (BSc)\textsuperscript{1}, Pratiwi (BSc)\textsuperscript{1}

\textsuperscript{1}Nutrition Department, Faculty of Health Sciences, Esa Unggul University, Jakarta, Indonesia
\textsuperscript{2}Indonesian Association of Sports Nutrition and Health, Indonesia

*Corresponding author: nazhif.gifari@esaunggul.ac.id

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±6.12 kg/m\textsuperscript{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±6.12 kg/m\textsuperscript{2} and 35.4±5.96 kg/m\textsuperscript{2}) and PBF (42.5±11.5% and 41.3±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 whatts app to assist obese individuals with respect to promotion healthy diet and physical activity for weight management.

Keywords: Exercise, Health Promotion, Obese, Social Media