DIGITAL EDUCATIONAL MEDIAABOUT FINANCING PRIVATE HEALTH INSURANCE ON COMMUNITY TO SUPPORT DIGITALIZATION OF HEALTH ADMINISTRATION

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SUMMARY

Background: *The development of information technology has driven digital transformation in health administration and financing management. Although private health insurance is a crucial financing alternative to support Universal Health Coverage (UHC), its ownership rate in Indonesia remains very low, at only 0.51% in 2025. This condition is mainly caused by limited health literacy and digital literacy among the public regarding financing mechanisms, administrative procedures, and the claims process for private health insurance. Therefore, the development of educational media is urgently needed as a strategic solution.* ***Objective:*** *To develop educational media to improve public knowledge regarding private insurance financing and administrative procedures at health care facilities.* ***Methods:*** *An educational video was designed using a semi-cinematic concept combined with simple animation, created using the CapCut application and video footage captured using a smartphone.* ***Results:*** *The output was an audio-visual video titled "Smart Ways to Use Private Health Insurance," with a duration of 4 minutes 26 seconds and a file size of 385 MB. The video was tested on 3 housewife respondents, with results indicating it was engaging and easy to understand.* ***Conclusion:*** *This educational video has been successfully developed and serves as a flexible, self-directed learning tool that can be accessed through social media platforms such as YouTube.*

Keywords: *Private Health Insurance, Health Literacy, Educational Media, Digital Literacy, Health Financing.*