

Article Review

Innovative Strategies to Increase Public Awareness of the Importance of Physical Fitness to Health: Systematic literature review

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ABSTRACT

In this modern era, unhealthy living habits and lack of physical activity have led to increasing health problems related to physical fitness. Therefore, it is important to inspire people to be more aware of the importance of maintaining health and fitness. The purpose of this study discuss innovative strategies in increasing public awareness of the importance of physical fitness through the magic of motivation. This research uses a qualitative descriptive research model that is a literature study that uses various literature reviews to strengthen research analysis. This research began by collecting some literature, then conducted a review and the collected literature was analyzed with a critical Appraisal table of 10 literature. This study explores new and innovative motivational approaches to influence people to increase their awareness of physical fitness. Various motivational strategies, such as technology use, gamification, support communities, and promotion through social media, were analyzed in the context of increasing active participation in physical activity. The results of this study show that the implementation of innovative motivation strategies can have a significant effect in increasing public awareness of the importance of physical fitness. Technology can be used to track progress and provide motivation through apps and wearable devices. The use of game or gamification elements in fitness programs also helps increase community participation and engagement. The study concludes that innovative motivational strategies can work wonders in raising public awareness of the importance of physical fitness. With a creative and integrated approach, we can encourage behaviour change and help people to adopt healthier lifestyles, and maintain their health and fitness.

Keywords: Motivation, Innovative Strategy, Public Awareness, Physical Fitness, Public Health

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INTRODUCTION

Physical health is an integral aspect of the general well-being of individuals and society¹⁻⁴. In this modern era, lifestyle changes and increased urbanization have led to an

increase in the number of lifestyle-related diseases, such as heart disease, diabetes, and obesity⁵⁻⁷. Although information about the importance of physical fitness is available, public awareness of this is still not optimal. This lack of awareness results in high levels of

physical inactivity and unhealthy living habits, which in turn can have a negative impact on people's overall quality of life and health⁸⁻¹⁰.

In this context, innovative strategies are needed to increase public awareness of the importance of physical fitness to health^{11,12}. Engaging communities in these efforts is key, leveraging technology and creative approaches to achieve these goals. In addition, a holistic approach that not only highlights physical benefits but also mental and social well-being can have a greater positive impact. Therefore, the implementation of innovative programs, public campaigns, and the use of digital platforms can be a solution to change paradigms and shape people's behavior towards a more active and healthy lifestyle¹³⁻¹⁶.

In today's modern society, a sedentary lifestyle and unhealthy habits have become a serious challenge in maintaining physical health and fitness. Increasingly advanced technology, jobs that require a lot of time in front of the computer, and the tendency to rely on personal transportation have resulted in a significant decrease in physical activity. As a result, there has been an increase in health problems such as obesity, cardiovascular disease, and mental disorders¹⁷⁻¹⁹.

Public awareness of the importance of physical fitness is the key to overcoming this problem. However, it is often difficult to inspire people to prioritize health and increase participation in physical activity^{20,21}. Therefore, innovative strategies are needed that are able to motivate people to increase their awareness of the importance of physical fitness. With a creative and integrated approach, it is expected to create significant behavior changes and healthier lifestyles in society as a whole²²⁻²⁴.

In an effort to increase public awareness of the importance of physical fitness, various research and development of innovative motivational strategies have been carried out. One recent trend is the use of wearable technology, such as activity-tracking devices and heart rate monitors, which allow individuals to monitor and track their progress in real-time. In addition, the gamification approach, where game elements are applied in fitness programs to increase engagement and motivation, has shown promising results^{25,26}.

The use of social media is also an important factor, where promotion and support through online platforms can help build a community that supports each other in achieving fitness goals²⁷⁻²⁹. Nevertheless, there is still room for further research in exploring more effective and affordable motivational strategies, as well as to understand the psychological and social factors that influence people's motivation in raising awareness of the importance of physical fitness³⁰⁻³².

This research has a very sharp and powerful novelty and contribution in the context of people's motivation to raise awareness of the importance of physical fitness. The main novelty of this research is the integration of innovative motivational approaches in helping to overcome the challenges faced by modern society in maintaining health and physical fitness^{33,34}. This approach includes the use of wearable technology, gamification, and social media as integrated strategies to increase awareness and participation in physical activity. This integration creates a comprehensive and sustainable framework to motivate people to adopt healthier lifestyles³⁵⁻³⁷.

A significant contribution of this research is to provide deep insight into innovative motivational strategies that can be used in raising public awareness of the importance of physical fitness. Through a sharp evaluation, this study was able to identify the advantages and weaknesses of each motivation strategy applied^{38,39}. In addition, this study also analyzes psychological and social factors that influence people's motivation, thus providing a deeper understanding of how to influence individuals' behavior and mindset in adopting a healthy lifestyle. As such, this research provides a solid foundation for the planning and development of interventions that are more effective in raising public awareness and participation in physical fitness, with the potential to reduce the burden of physical inactivity-related diseases⁴⁰⁻⁴².

The in-depth interpretation of this study shows that innovative motivational strategies implemented have great potential to change people's behavior and mindset in recognizing the importance of physical fitness. The use of wearable technology, such as

activity-tracking devices, provides accurate information about an individual's physical activity in real-time^{43,44}. It allows individuals to see their own development, measure achievements, and motivate themselves to achieve set fitness goals. In addition, the gamification approach transforms fitness activities into more fun and challenging experiences by rewarding and recognizing individual achievements^{45,46}. In this regard, the study presents an in-depth interpretation of how the combination of technology and game elements can motivate people to be more active and participate in physical activity^{47,48}.

In addition, this study also reveals the importance of social support and interaction in increasing public awareness of the importance of physical fitness^{49,50}. The use of social media as a platform to share achievements, get inspired, and give support to each other has proven effective in building mutually supportive communities^{51,52}. Individuals can feel motivated by the success and commitment of others in achieving their fitness goals. This in-depth interpretation highlights the importance of building positive and supportive online communities in fostering behavior change and healthy lifestyles^{53,54}.

Furthermore, the interpretation of this study underscores the need for a holistic and integrated approach in increasing public awareness of physical fitness^{55,56}. An approach that brings together technology, gamification, and social media provides a comprehensive framework for influencing individual motivation on an ongoing basis. In this regard, a deep interpretation shows that only by adopting an integrated and holistic approach, can significant changes be created in people's behavior and mindset regarding physical fitness. Through this interpretation, the study provides a deeper understanding of the complexity of community motivation and provides practical guidance for stakeholders in designing effective and sustainable interventions to raise awareness of the importance of physical fitness.

The main objective of this review was to compile a systematic literature review that investigates innovative-strategies to raise public awareness of the importance of physical fitness for health. By digging into the latest scientific literature, the study aims to detail the

most effective approaches and methods in promoting awareness of the close relationship between physical fitness and well-being. Through a thorough analysis of research findings, we aim to identify recent trends, successes, and barriers that may be associated with raising public awareness of the importance of physical activity.

In addition, the study will look for innovative elements that can be used in developing new strategies or improving existing strategies to achieve better results in educating the public. Thus, the main objective of this study is to compile detailed guidelines that can guide health practitioners, policy makers, and other relevant parties in designing effective awareness campaigns to motivate people in adopting a healthy lifestyle with a focus on physical fitness.

METHOD

This research uses a qualitative descriptive research model that is a literature study that uses various literature reviews in strengthening research analysis. This research begins with collecting some literature, then reviewing some important terms in the research, then collecting relevant research literature, then conducting an analysis based on all the literature that has been obtained by compiling a discussion, then formulating conclusions based on the results that have been analyzed and submitting suggestions based on the conclusions obtained.

The data used in this study was using secondary data.⁵⁷ states that secondary data is data taken indirectly that can provide information to data collectors. The source of the data obtained is in the form of original scientific reports derived from published scientific articles and journals that have been accredited and indexed, both printed and non-print which are interrelated in the model of application of blended learning in physical education and sports.

The data collection method used in this study is the documentation method. The documentation method is a method of collecting data by digging and searching for data from the literature related to what is in the problem statement. Data that has been obtained from various literature is then collected as a

unified document that will be used in answering the problems that have been formulated.

Article search techniques in this study are through web access mendeley, google scholar, and science direct as well as on other journal search access with keywords learning models, blended learning, and physical education health sports. Articles or journals that match the criteria are then taken for further analysis and journal summary including the name of the researcher, year of publication of the journal, study design, research objectives, samples, instruments, and a summary of results or findings. The summary of the research journal is entered into a table sorted according to the alphabet and year of publication of the journal and in accordance with the format mentioned above. This literature review uses literature that can be accessed fulltext in pdf format and scholarly (peer reviewed Journal). To further clarify the abstract and full text, the journal is read and examined. The summary of the journal is analyzed on the contents contained in the research objectives and research results / findings. The analysis method used is journal content analysis.

RESULTS

This literature review was conducted to determine innovative strategies to increase public awareness of the importance of physical fitness to health. The collected literature was analyzed with critical appraisal tables to answer the measurement objectives compared to simple measurement results. There are as many as 10 literatures that discuss innovative strategies to increase public awareness of the importance of physical fitness to health, all of these journals are nationally accredited journals and international journals that are searched on the Google Scholar, Mendeley, Science direct.com portal by typing the keyword "innovative strategies to increase public awareness of the importance of physical fitness to health" which is then analyzed using critical appraisal analysis to analyze from the core of the journal, as well as the results or findings of these journals. The following is a table of critical appraisal analysis from 10 journals:

| Researchers | Article Title | Research Results |
|-------------|---|---|
| 58 | Reflections on physical activity intervention research in young people – dos, don'ts, and critical thoughts | This paper critically evaluates, amongst others, current research practice regarding intervention development, targeting, active involvement of the target population, challenge of recruitment and retention, measurement and evaluation protocols, long-term follow-up, economic evaluation, process evaluation, and publication. It argues that funders and researchers should collaborate to ensure high quality long-term evaluations are prioritised and that a trial's success should be defined by its quality, not its achieved effect. Summary: The conduct and publication of well-designed evaluations of well-defined interventions is crucial to advance the field of youth physical activity promotion and make us better understand which intervention strategies may or may not work, why, and for whom. |
| 59 | The Use of Wearable Activity Trackers Among Older Adults: Focus Group Study of Tracker Perceptions, Motivators, and Barriers in the | The results suggest that activity trackers may be an effective technology to encourage physical activity among older adults, especially those who have never tried it. However, initial positive response to tracker use does not guarantee tracker use maintenance. Maintenance depends on recognizing the long-term benefits of tracker use, social support, and internal motivation. Nonadoption and relapse may occur because of technology's limitations and gaining |

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| 60 | Maintenance Stage of Behavior Change Physical Activity and Healthy Lifestyle of the Community as an Effort to Maintain Health during the Covid-19 Pandemic | awareness of one's physical activity without changing the physical activity level itself. The results of this study show that to prevent the spread of the COVID-19 virus, people have carried out physical activities such as gymnastics, leisurely walking, jogging, and cycling and carried out a healthy lifestyle by consuming nutritious foods, exercising regularly, wearing masks, and diligently washing hands. So it can be concluded that Physical Activity and Healthy Lifestyle of the Community as an Effort to Maintain Health during the Covid-19 Pandemic are quite effective with a percentage rate (78%). |
| 61 | Efforts to Improve Physical Fitness Using Jigsaw-Type Cooperative Learning Model | The application of the jigsaw-type cooperative learning model has a positive influence on increasing students' willingness to exercise. |
| 62 | School Principal's Strategy in Implementing Clean and Healthy Living Behavior Program (PHBS) in Early Childhood | The results of this study show that the principal's strategy in implementing clean and healthy living behavior programs that; First, the principal's efforts by conducting the situation analysis stage, understanding the values of clean and healthy living behavior, meeting program indicators, and conducting short and long term evaluations. Second, the role of the principal by implementing innovative policies and the role of the principal as a motivator. Third, the supporting factor is the enthusiasm of teachers and existing stakeholders and the inhibiting factor is the character of early childhood who is still a child. The implications of implementing the principal's strategy can protect students from various diseases and the like. |
| 63 | Efforts to Improve Physical Fitness in Students of the Faculty of Teacher Education at the Indonesian Community Development University | Based on the results of this learning, it can be concluded that there is an increase in physical fitness training in students of the Faculty of Teacher Training in Education (FKIP) through floor gymnastics at the Indonesian Community Development University. |
| 64 | The behavior of sports activities towards improving physical fitness in the community | The results obtained are to keep the body healthy and productive doing daily activities. So people must know what are the benefits and how to maintain physical fitness to stay fit and not experience fatigue. |
| 65 | Socialization of Aerobic Gymnastics to Improve Physical Fitness of the Pamoyanan Community | The results of the physical fitness test measurement, it was found that 65% of participants were in the category of moderate physical fitness level. This socialization helps people's understanding of well-programmed aerobic exercise will be able to improve physical fitness. So that people are motivated to do sports well and the desired results can be obtained optimally. |

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| 66 | Results of Community Service Aerobic Gymnastics Training to Improve Physical Fitness | The output results achieved in this activity are. (1) MTs AL Qodir and MA AL Qodir students have better physical fitness. (2) Knowing the science of sports, especially aerobic gymnastics, in addition to the religious knowledge studied has a healthy physique and physique. (3) Have a routine agenda every week of aerobic gymnastics activities so that the physical is better prepared to face the routine agenda of championships such as POPDA (Regional Student Sports Week), O2SN (National Student Sports Olympiad), POSPEDA (Regional Level Inter-Ponpes Art Sports Week), AXIOM (Madrasah Art and Sports Competition) which is the Friday morning gymnastics agenda. (4) National seminar presenters. (5) Seminars and publications of national journals. |
| 67 | Sports development in terms of the Sport Development Index: Aspects of Community Participation and Physical Fitness to Improve the Quality of Physical Education in Magelang City | The results of the index value in the participation index research in Magelang City are 0.0212324 and the physical fitness index in Magelang City is 0.2283, with the results of the index value of both aspects Magelang City in terms of the Sport Development Index is included in the low category due to the community does not have awareness about the importance of exercise and less attractive public sports facilities. |

DISCUSSION

From the results of a literature study of 10 articles that have been reviewed and presented previously there are several related discussions that are mutually sustainable, this study discusses the magic of motivation and innovative strategies in increasing public awareness of the importance of physical fitness. In line with some of the results of previous research by ^{68,69} In the modern era dominated by a less active lifestyle, it is important to inspire and motivate people to be more caring and proactive in maintaining a healthy body through physical activity. The magic of motivation refers to the positive changes that can occur in people's behavior and mindset when they are strongly motivated. In the context of physical fitness, the magic of motivation includes a change from a sedentary lifestyle to regular exercise, driven by awareness of the health benefits gained ^{69,70}.

Innovative strategies include new and creative approaches in influencing people's motivations. This can include the use of wearable technology, such as activity-tracking

devices, that help individuals monitor and measure their progress in achieving fitness goals. In raising public awareness about the importance of physical fitness, a change in mindset is essential. Innovative strategies should pay attention to psychological factors and build positive beliefs that each individual is capable of achieving the desired changes in their lifestyle.

The use of wearable technology, such as smartwatches or activity-tracking devices, provides tangible benefits in raising public awareness about physical fitness. By tracking physical activity, heart rate, and sleep, individuals can understand their lifestyle and motivate themselves to improve their quality of life through exercise and fitness ^{71,72}. The gamification approach is an innovative method that involves the use of game elements in a

fitness program. Through awarding points, achievement levels, and rewards, individuals are incentivized to actively participate in physical activity and keep their motivation high⁷³⁻⁷⁵.

The use of social media as a tool to increase public awareness about physical fitness has proven effective. In this platform, individuals can share experiences, seek support, and get inspired by communities that share the same interest in fitness^{76,77}. Education and the provision of accurate and easy-to-understand information are key factors in raising public awareness of the importance of physical fitness^{78,79}.

By providing proper knowledge about the benefits of physical fitness, individuals can make better decisions in Physical Fitness for Optimal Health. Physical fitness has an important role in achieving optimal health. Increasing public awareness about the importance of physical fitness brings significant benefits, such as improving cardiovascular function, reducing the risk of heart disease, increasing muscle strength, boosting the immune system, and improving mental balance. With this increased awareness, people will be more motivated to take active steps in improving their physical fitness^{80,80,81}.

The Influence of Technology in Community Motivation, Technology has become a key factor in increasing people's motivation towards physical fitness. The use of wearable technology, such as activity-tracking devices and heart rate monitors, allows individuals to track their progress in real-time⁸²⁻⁸⁴. Features such as notifications and reminders also help boost motivation by reminding individuals to stay active and reach their daily activity goals^{85,85}. In this digital age, technology has great potential to be an effective tool in increasing public awareness and participation in physical fitness^{86,87}.

Gamification as an Attractive Motivational Approach, The gamification approach has shown its effectiveness in increasing people's motivation towards physical fitness. By combining game elements such as points, achievement levels, and rewards, gamification creates a fun and challenging experience in physical activity^{88,89}. This not only increases participation, but also helps change an individual's perception of

physical exercise into something more enjoyable and rewarding^{90,91,91}.

Social media has become a powerful platform in building a support community to raise awareness of physical fitness⁹¹⁻⁹³. Through social media, individuals can share their achievements, seek inspiration, and get support from others who share similar interests. These online communities provide a sense of mutual support and accountability, which motivates individuals to remain committed to their fitness goals^{94,95}.

Support from Interested Parties and the Physical Environment, To increase public awareness about the importance of physical fitness, support from interested parties and the physical environment also plays an important role. Education and promotion organized by government agencies, health institutions, schools, and community organizations can provide the necessary information and knowledge about the benefits of physical fitness^{96,96,97}. In addition, the construction of supportive physical environments, such as parks, bike paths, and affordable gyms, can also facilitate community participation in regular physical activity.

Through a systematic literature review, we can identify innovative strategies that have proven effective in raising public awareness. A key implication is the potential for the development of more focused disease prevention and health promotion programs, leveraging the latest findings and emerging trends. This research provides an in-depth look at successes and possible barriers in communicating the importance of physical activity. Stakeholders, including health practitioners and policymakers, can use these results to devise more effective information strategies, triggering positive behavior change in society.

In addition, the research provides a basis for the development of more innovative and engaging extension campaigns, ensuring health messages reach different demographic groups. Thus, the implications of this research create a solid foundation for the transformation of society towards healthier lifestyles, reducing the risk of disease, and promoting general well-being.

CONCLUSION

In an effort to raise public awareness of the importance of physical fitness, motivational miracles and innovative strategies play a crucial role. Through creative approaches, such as the use of wearable technology, gamification, and the use of social media, individuals can be encouraged to adopt an active lifestyle and maintain their body health. Support from interested parties, a supportive physical environment, as well as proper education about the benefits of physical fitness are also important factors in raising public awareness and participation. With this increased awareness, it is expected that there will be positive changes in lifestyle and overall public health.

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