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## Health Communication Strategies to Reduce the Habit of Staying Up Late Among Students at Universitas Trunodjoyo Madura

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### Abstract

*The habit of staying up late (begadang) among university students has become a prevalent phenomenon with significant negative impacts on physical health, cognitive function, emotional stability, and academic performance. This study aims to analyze health communication strategies in reducing the habit of staying up late among students at Universitas Trunodjoyo Madura. Using a qualitative approach through a literature review combined with questionnaire data from 20 respondents across various faculties at UTM, the findings reveal that 65% of respondents frequently stay up late and 90% access social media at night before sleeping. The primary drivers include academic pressure, habitual gadget use, and social influence. Social media dominates as the main source of health information (80%). Effective health communication strategies identified include psychoeducation and sleep literacy, social media health campaigns, peer counseling, and institutional sleep hygiene policies. These integrated strategies are expected to raise students' awareness and promote healthier sleep habits among students at Universitas Trunodjoyo Madura.*

**Keywords**– *Health Communication Strategy; Staying Up Late; Sleep Quality; University Students; Social Media.*



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## 1. Introduction

The habit of staying up late has become an increasingly prevalent phenomenon among university students worldwide, including in Indonesia. In the Kamus Besar Bahasa Indonesia (KBBI), staying up late (*begadang*) is defined as the activity of remaining awake until late at night. This habit is triggered by various factors, ranging from academic pressure and social media use to caffeine consumption and peer influence. It has integrated into the lifestyle of students, making it difficult to separate from their daily routines, particularly within dynamic and demanding campus environments.

Data indicates that social media use in Indonesia continues to rise significantly. In 2022, active social media users in Indonesia reached 191.4 million people, a 12.6% increase from the previous year, with an average daily social media access time of 3 hours and 17 minutes (Mts & Kota, 2023). This high rate of social media consumption is directly proportional to the rising prevalence of sleep disorders among adolescents and university students. Research by Mts & Kota (2023) found that 57.6% of students use social media for more than 2 hours per day, establishing a significant correlation between the duration of social media use and poor sleep quality ( $p$ -value = 0.018).

The impact of staying up late on university students is broad and multidimensional. Physiologically, sleep deprivation disrupts the circadian rhythm and suppresses melatonin production, primarily due to blue light exposure from electronic devices (Madelu et al., 2025). Psychologically, staying up late triggers emotional instability, decreased concentration, and negative moods that can hinder academic activities (Islam et al., 2023). A study at the Bandung Manufacturing Polytechnic discovered that 82% of students frequently felt drowsy during lectures, and 74% experienced a decline in academic performance due to this habit (Erdani et al., 2026).

Staying up late is not merely a personal issue but a systemic problem linked to academic workloads, digital culture, and low sleep health literacy (Nalendra et al., 2025). This condition is exacerbated by a campus culture that normalizes staying up late as part of an active and productive student identity, which often

includes consuming coffee or caffeinated drinks to sustain nighttime study sessions (Setyawan, 2025). This collective habit creates a cycle of sleep deprivation that is difficult to break without structured, evidence-based interventions. Amid these conditions, health communication serves as a crucial strategic instrument. It encompasses various approaches to disseminating information, altering behaviors, and shaping social norms that support a healthy lifestyle. Research by Rif et al. (2024) demonstrates that educational programs regarding the adverse effects of late-night sleeping can significantly improve participants' understanding, achieving a post-test score of 57% in the "good" category.

Research on health communication strategies to reduce the habit of staying up late among students at Universitas Trunojoyo Madura (UTM) remains highly limited. As a higher education institution located in Bangkalan, Madura, UTM features a unique student demographic with a distinct sociocultural background. Therefore, this study aims to systematically examine the factors driving the habit of staying up late among UTM students and analyze appropriate, contextual health communication strategies to mitigate this behavior.

## **2. Method**

This study employed a qualitative approach using a literature review method combined with primary data collection through a questionnaire. This approach was selected to align with the research objectives: reviewing and synthesizing various relevant findings from previous studies while gaining an empirical overview of the actual conditions regarding late-night habits among UTM students.

Secondary data were gathered from relevant scientific sources, including national and international journal articles addressing staying up late, sleep quality, health communication, and social media use. These sources were retrieved from indexed scientific journal databases based on specific inclusion criteria: published between 2021 and 2026, addressing relevant topics, focusing

on adolescents or university students as research subjects, and published in accredited journals. A total of 15 scientific literature sources were utilized.

Primary data were obtained through a questionnaire distributed to 20 students at Universitas Trunojoyo Madura across various faculties, including the Faculty of Education, Faculty of Social and Cultural Sciences (FISIB), Faculty of Law, Faculty of Islamic Studies, Faculty of Economics and Business (FEB), Faculty of Engineering, and Faculty of Agriculture. The questionnaire consisted of 9 questions covering respondent identity, late-night sleep patterns, driving factors, sources of health information, and perceptions of health communication effectiveness. The questionnaire was administered online via Google Forms.

A descriptive-interpretive analysis was performed by identifying the main themes emerging from the literature and questionnaire data, which were then synthesized to generate a comprehensive understanding of the driving factors and effective health communication strategies. Triangulation was conducted by comparing the literature review findings with the questionnaire data to enhance research validity. The analysis stages included: (1) literature selection based on inclusion criteria; (2) data extraction; (3) thematic coding; and (4) synthesis and interpretation.

### **3. Result and Discussion**

#### **Driving Factors Behind Students' Habit of Staying Up Late**

The habit of staying up late among students is influenced by a combination of interacting internal and external factors. Based on the literature review, four main factors were consistently identified: social media use, caffeine consumption, academic pressure, and peer influence combined with campus culture.

##### ***a. Social Media Use***

Social media is one of the largest factors driving students to stay up late. Anggraeni & Sudyasih (2026) found that most 10th and 11th-grade students exhibited a high intensity of social media use (48.6%), with Spearman's Rho test showing a significant positive correlation between social media intensity

and poor sleep quality ( $r = 0.274$ ;  $p = 0.005$ ). Ruswandi & Fitriyani (2023) reinforced this finding, showing that 57.6% of students used social media for more than 2 hours per day, correlating significantly with poor sleep quality ( $p = 0.018$ ). Media et al. (2025) also confirmed this significant relationship among students at Universitas Graha Edukasi Makassar ( $p < 0.05$ ).

The underlying mechanisms of this relationship include intense emotional and cognitive stimulation, blue light exposure that delays circadian rhythms, and compulsive scrolling behaviors that are difficult to stop (Cahyani et al., 2023). Masyarakat (2023) found that all informants admitted social media heavily influenced their late-night habits; being engrossed in scrolling made students lose track of time and reluctant to go to bed immediately.

### ***b. Caffeine Consumption***

Setyawan (2025) explained that caffeine acts as a competitive antagonist against adenosine receptors in the brain, the compound responsible for inducing drowsiness and regulating the sleep-wake cycle. Excessive nighttime caffeine consumption can reduce total sleep time, increase sleep latency, and decrease the proportion of NREM sleep, which is vital for physical recovery. Erdani et al. (2026) discovered that caffeine consumption was the variable with the highest Coefficient of Variation (51.24%) among the measured lifestyle factors. Beyond the pharmacological aspects, the culture of drinking coffee at cafes around campus has become a symbol of student social identity, indirectly normalizing late nights as part of the academic grind (Setyawan, 2025).

### ***c. Academic Pressure***

Academic pressure is a dominant trigger for staying up late. Erdani et al. (2026) found that academic factors were the primary trigger, with a mean score of 3.7 and a median of 4. Interestingly, 82% of respondents reported frequent drowsiness during lectures and 74% suffered a decline in academic performance an ironic contradiction, as the time sacrificed to stay up late ultimately degrades the cognitive quality required to complete assignments. Nalendra et al. (2025) emphasized that staying up late correlates negatively

with academic productivity, affecting concentration, memory, and study motivation.

#### ***d. Peer Influence and Campus Culture***

Masyarakat (2023) reported that all informants acknowledged peer influence through invitations to play online games, watch movies, or converse until late at night. Islam et al. (2023) added that staying up late has become so normalized within the campus environment that individuals who sleep early often feel alienated from their peer groups. Setyawan (2025) identified a strong sociocultural dimension where gathering for coffee with friends serves as a social ritual that reinforces an active and productive student identity.

#### **The Impact of Staying Up Late on Health and Academic Performance**

The consequences of staying up late span interconnected physiological, psychological, cognitive, and academic dimensions. Madelu et al. (2025) identified that staying up late disrupts sleep cycles, reduces productivity, heightens the risk of emotional disorders, and impairs concentration. Physiologically, blue light exposure from electronic devices suppresses melatonin production, leading to delayed sleep onset and reduced overall sleep quality.

Rif et al. (2024) explained that the impacts range from short-term decreases in alertness to long-term risks of chronic diseases, such as type 2 diabetes and heart disease. Islam et al. (2023) found that students who stay up late experience morning negative affect, including poor moods, irritability, and fatigue, which directly hinder lecture activities, lower GPAs, and cause assignment procrastination. Siregar & Rengkuan (2025) added that poor sleep quality impairs concentration, memory retention, and decision-making capabilities all of which are essential for academic success.

#### **Health Communication Strategies to Mitigate the Habit of Staying Up Late**

Based on the analysis of the driving factors and impacts, four health communication strategies can be effectively implemented at Universitas Trunojoyo Madura.

***a. Psychoeducation and Sleep Health Literacy***

Psychoeducation aims to increase student knowledge and awareness regarding the importance of quality sleep. This program includes explaining melatonin mechanisms, the effects of blue light, and effective time management techniques. Rif et al. (2024) proved its effectiveness through an educational counseling program that yielded a 57% post-test score in the "good" category, indicating that direct education can significantly enhance understanding. Erdani et al. (2026) and Nalendra et al. (2025) emphasized the need for a mandatory sleep hygiene program integrated into UTM's curriculum or student activities.

***b. Social Media Health Communication Campaigns***

Given the high rate of social media utilization among students, these platforms can serve as effective health communication channels. Campaigns on Instagram and TikTok can reach a massive student audience using creative content like infographics, short videos, and testimonials. Anggraeni & Sudyasih (2026) suggested campaigns that encourage students to set boundaries on social media use before bedtime. A peer-based approach, achieved by collaborating with campus influencers, can repurpose peer influence previously a risk factor into a protective factor.

***c. Peer Counseling***

Considering the significant role peers play in shaping late-night habits (Masyarakat, 2023), peer counseling programs can serve as an effective strategy. Trained peer counselors can act as agents of change to spread sleep health messages within the UTM campus community. This program should include modules on assertive communication to decline late-night invitations, academic stress management strategies, and skills to support peers dealing with sleep disturbances. Islam et al. (2023) emphasized that peer-led approaches are more well-received because the messages are delivered by peers who share the same contextual understanding.

#### ***d. Institutional Policies and Sleep Hygiene Programs***

Erdani et al. (2026) stressed that the issue of staying up late requires institutional intervention. UTM can take an active role through academic workload audits, more balanced scheduling, and comprehensive mental health support programs. Setyawan (2025) recommended stress management and healthy sleep seminars, while Siregar & Rengkuan (2025) highlighted the importance of time management training and psychological counseling. Madelu et al. (2025) added practical recommendations, such as disconnecting from gadgets at least 1 hour before bed, exercising regularly 3–4 times a week, and avoiding caffeine close to bedtime.

**Table 1.** Summary of Health Communication Strategies to Reduce Students' Late-Night Habits

| <b>Strategy</b>                                    | <b>Implementation &amp; Target Audience</b>  |
|--|--|
| <b>Psychoeducation &amp; Sleep Health Literacy</b> | Seminars, workshops, and modules on sleep mechanisms, the impacts of staying up late, time management, and sleep hygiene for UTM students. |
| <b>Social Media Campaigns</b>                      | Creative content on Instagram/TikTok focusing on sleep hygiene, collaborating with campus influencers and high-achieving students.         |
| <b>Peer Counseling</b>                             | Training peer counselors to disseminate sleep health messages and support academic stress management.                                      |
| <b>Institutional Policies &amp; Sleep Hygiene</b>  | Academic workload audits, balanced scheduling, psychological counseling, and university-led mental health support programs.                |

#### **Research Findings: UTM Student Questionnaire Data**

##### ***a. Respondent Profile***

This study involved 20 students from seven faculties at Universitas Trunojoyo Madura. Broken down by gender, the sample comprised 12 female students (60%) and 8 male students (40%). The respondents' ages ranged from 19 to 21 years, with the 21-year-old group being the largest (9 respondents, 45%), followed by 20-year-olds (8 respondents, 40%), and 19-year-olds (3 respondents, 15%). The faculty distribution showed the Faculty of Education as the most represented (7 respondents, 35%), followed by FISIB (3 respondents, 15%), and 2 respondents (10% each) from the Faculty of Law, Faculty of Islamic Studies, FEB, Faculty of Engineering, and Faculty of Agriculture.

**Table 2.** Respondent Profile

| Category       | Sub-category  | Frequency (%) |
|----------------|---|---------------|
| <b>Gender</b>  | Female  | 12 (60%)      |
|                | Male  | 8 (40%)       |
| <b>Age</b>     | 19 years old  | 3 (15%)       |
|                | 20 years old  | 8 (40%)       |
|                | 21 years old  | 9 (45%)       |
| <b>Faculty</b> | Education   | 7 (35%)       |
|                | FISIB   | 3 (15%)       |
|                | Law, Islamic Studies, FEB, Engineering, Agriculture | 2 each (10%)  |

**b. Patterns of Staying Up Late and Social Media Use**

The questionnaire results revealed that 13 respondents (65%) stated they frequently stay up late in their daily lives, while 7 respondents (35%) reported doing so rarely. This finding aligns with the literature review indicating that staying up late is a common pattern among university students (Erdani et al., 2026; Nalendra et al., 2025). In terms of nighttime social media access, 18 respondents (90%) admitted to frequently accessing social media before going to sleep. This exceptionally high percentage confirms the findings of Mts & Kota (2023), proving that late-night social media use is a major driver of disrupted sleep quality.

**Table 3.** Patterns of Staying Up Late and Social Media Use

| Question                                       | Answer | Frequency (%) |
|--|--------|---------------|
| <b>Frequently stay up late in daily life</b>   | Yes    | 13 (65%)      |
|  | Rarely | 7 (35%)       |
| <b>Access social media at night before bed</b> | Yes    | 18 (90%)      |
|  | No     | 2 (10%)       |

**c. Driving Factors Based on Field Data**

According to the questionnaire responses, academic pressure specifically completing assignments and chasing deadlines was the most frequently cited factor. This is reflected in statements such as: "piling assignments because I'm chasing deadlines" and "many class assignments nearing their deadlines." These accounts confirm the research by Erdani et al. (2026), which identified academic pressure as the primary trigger for staying up late.

Habit and the inability to fall asleep early were also identified as significant factors. One respondent stated: "It's become a habit; tasks or work

close to the deadline force me to stay up late, added to that my head suddenly starts overthinking about the future once the bedroom lights are turned off." This statement highlights a more complex psychological dimension involving academic anxiety, which warrants institutional attention. Gadget use and social media scrolling also emerged strongly: "habit, scrolling TikTok" and "because my subconscious is already addicted to scrolling," proving that compulsive scrolling behaviors are equally dominant triggers (Cahyani et al., 2023).

#### ***d. Sources of Health Information and the Effectiveness of Health Communication***

Social media proved to be the most dominant source of information regarding the dangers of staying up late, cited by 16 out of 20 respondents (80%), followed by doctors (2 respondents, 10%), friends (1 respondent, 5%), and news outlets (1 respondent, 5%). The dominance of social media is highly relevant, indicating that digital platforms are the most effective channels to reach UTM students and must be prioritized in health communication strategies.

**Table 4.** Sources of Information on the Dangers of Staying Up Late

| <b>Source of Information</b> | <b>Frequency</b> | <b>Percentage</b> |
|------------------------------|------------------|-------------------|
| <b>Social Media</b>          | 16               | 80%               |
| <b>Doctor</b>                | 2                | 10%               |
| <b>Friend</b>                | 1                | 5%                |
| <b>News</b>                  | 1                | 5%                |

Regarding the effectiveness of health communication, respondents' answers varied widely, reflecting the complexities of behavior change. Some respondents felt health communication was effective for raising awareness: "it can make us realize the dangers if we overdo staying up late." However, several respondents expressed skepticism about actual behavior change: "No, because it only passes through cyberspace, so people rarely practice it themselves," and "For me personally, it's ineffective; I just think of it as passing wind." Other respondents emphasized individual agency: "It is effective for learning, but it comes back to the individual, because no matter

what communication method is designed, if the person still wants to stay up late, they will."

These findings expose a knowledge-behavior gap, which stands as a central challenge in health communication. This condition aligns with the Health Belief Model, which dictates that health behavior change requires not only knowledge but also a perceived threat, a belief in the benefits of the intervention, and sufficient self-efficacy (Rif et al., 2024). Respondents also provided relevant structural feedback: "Dosen (lecturers) should reduce assignments; campaigns are useless if tasks keep coming," and "It's effective, but execution still requires self-control and a supportive environment." These statements reinforce the argument for a multi-level approach that integrates individual, group, and institutional interventions simultaneously (Nalendra et al., 2025).

#### **4. Conclusion**

This study examined health communication strategies to reduce the habit of staying up late among students at Universitas Trunojoyo Madura by combining a literature review with questionnaire data from 20 respondents across various faculties. The findings show that the prevalence of staying up late among UTM students is high, with 65% of respondents admitting to frequenting the habit and 90% accessing social media at night before bed. The primary driving factors identified include academic pressure from heavy assignment loads and deadlines, habitual gadget use, compulsive social media scrolling, and psychological factors such as overthinking and insomnia.

Although the majority of students (95%) are aware of the negative health impacts of staying up late, this awareness does not automatically translate into behavioral change. This knowledge-behavior gap phenomenon represents a central challenge that must be addressed through more structured health communication strategies. Social media was proven to be the most dominant source of health information (80%), making these platforms the primary channel for future health communication campaigns at UTM.

Based on the synthesis of the literature review and field data, four highly relevant health communication strategies are recommended for implementation at UTM: (1) psychoeducation and sleep health literacy programs integrated into student activities; (2) social media-based health communication campaigns featuring creative content on Instagram and TikTok; (3) peer counseling programs that train students as peer educators; and (4) institutional policies encompassing academic workload audits and psychological counseling programs. A synergistic multi-level approach combining individual, group, and institutional interventions is essential to foster a sustainable cultural shift away from late-night habits within the Universitas Trunojoyo Madura community.

This study is limited by its relatively small sample size (20 students) and reliance on convenience sampling. Future research utilizing larger, representative samples from all faculties at UTM is required to generate more comprehensive and definitive recommendations.

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