ABSTRACT

Many aspects of people's lives are affected by the use of communication and information technology, especially the Internet. Surveys show that the primary purpose of Indonesians using the Internet is to search for information. Women's reproductive health is one of the areas that is undergoing digitization of technology. The Flo Health app is a leading platform for women's reproductive health that uses artificial intelligence to predict menstrual cycles and provide information on a variety of topics related to female reproductive wellness. The aim of this study is to find out how the use of Flo Health app affects women's health information needs.. This research aims to determine the effect of using the Flo Health application on fulfilling women's health information needs. The research method used in this research is quantitative. The sampling technique used in this research is non-probability sampling with purposive sampling technique. The questionnaire was distributed online via Google Forms which was then distributed to 400 respondents who were users of the Flo Health application in the age range 15-49 years. The data obtained was then processed using SPSS version 23.0. This research uses data analysis which includes descriptive analysis, normality test, heteroscedasticity test, simple regression test, correlation coefficient, coefficient of determination, and hypothesis test (test t). Based on the test results, the variable using the Flo Health application (X) has an influence on the variable fulfilling information needs (Y), the influence obtained from data processing results is 46,3% on fulfilling women's health information needs and the remaining 53,7% is influenced by other factors not examined in this study.

Keywords : Flo Health, Use Of Applications, Information Needs, Women's Health.