ABSTRACT

***COVID-19 RISK COMMUNICATION MESSAGES ON INSTAGRAM**
(Qualitative Content Analysis on @Pandemictalks Account Period May – August 2021)*

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Social media plays a significant role during COVID-19. This is because many people share experiences or news and points of view with each other in real time and globally. @Pandemictalks is an account on Instagram that was initiated by three people who have different backgrounds and participate in providing or disseminating information about COVID-19 that is accurate, fast, and credible amidst the flood of information in Indonesian society. The two-way communication nature of social media makes the risk communication delivered by @Pandemictalks successful, where there is an exchange of information between experts and the public regarding risks and their management of the risky situation they face so that people who follow @Pandemictalks account on Instagram can make the right decisions to protect yourself. This study aims to explain risk communication messages related to COVID-19 delivered by the Instagram account @Pandemictalks for the period May – August 2021, specifically related to the theme, function and form of the message. This research uses qualitative content analysis method. The results of this study indicate that the most widely used theme of risk communication messages is the theme of public health, the scope of this theme focuses on messages about the causes, spread, number of victims, and measures to overcome the COVID-19 outbreak in Indonesia. Meanwhile, based on its function, it was found that the informative function is the message function that is most widely used because risk communication itself is simply defined as a message intended as a preventive effort for individuals to protect themselves from a risk. Meanwhile, the most widely used form of message is in the form of images, this is due to the content creation strategy chosen to be used by this Instagram account manager, namely repackaging information first.

***Keywords:** COVID-19 Pandemic, @Pandemictalks Instagram, Risk Communication, Content Analysis*