

## ABSTRACT

### ***Depiction of Booster Vaccine Information Messages on Instagram @Kemenkes\_RI (Qualitative Content Analysis of RI Ministry of Health's Instagram Messages Period 12 January 2022 – 25 June 2022)***

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Consuming an information message is now a special need to get information. With the existence of booster vaccination activities carried out by the government, of course, it can provide various kinds of opinions that are formed in the community. The presence of the RI Ministry of Health's Instagram account as a medium for sharing booster vaccine information messages, can make it easier for the public to get information and knowledge related to this matter. This study used the aim of looking at descriptions of booster vaccine information messages via the Indonesian Ministry of Health's Instagram for the period January 12 2022 – June 25 2022 using the content analysis method. This depiction is reviewed based on the side of the message, the order of presentation, the attractiveness of the message, and the message content of the Indonesian Ministry of Health's Instagram messages. This study used a qualitative descriptive approach, the coding sheet was tested with the Holsti formula with reliable results  $> 0.88 = 88\%$ . The results of the study show that the depiction of booster vaccine information messages through the Indonesian Ministry of Health's Instagram tends to display a message that is rational or can be proven by data so that it has good quality information messages and can be accepted by the public. Meanwhile, the number of persuasive messages is the least when compared to persuasive messages, in which the Indonesian Ministry of Health should invite the Indonesian people to carry out booster program activities.

**Keywords:** Message, Information Message, Booster Vaccine, Kemenkes RI, Instagram.

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