

ABSTRACT

Women's Health Education Messages Related to PCOS on Instagram (Content Analysis on @Pcosfighterindonesia Account for the period January 2019 – January 2023)

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There is an Instagram account @pcosfighterindonesia as the largest community on Instagram that provides health education messages about PCOS. Instagram accounts that discuss PCOS issues are still rare, even though this issue is important to raise because there are 70% of women with PCOS who are undiagnosed. Therefore, educational messages are needed to increase public awareness of the PCOS issue. The purpose of this research was to find out the content of women's health education messages related to PCOS on Instagram for the period January 2019 – January 2023, specifically related to the type of content and message elements consisting of side message, the order in which the message is presented, and the appeal of the message. This study uses a qualitative content analysis method. The results of this study indicate that in order to package educational messages about PCOS, it should be packaged in the type of Carousel content, one-sided message side, climax presentation order, and the attractiveness of the message used rational appeals. The packaging of educational messages that have been carried out by the @Pcosfighterindonesia account was able to generate positive responses from the public in the form of expressions of agreement and also expressions of sympathy.

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