

ABSTRACT

DESCRIPTION OF TBC DISEASES MESSAGES ON INSTAGRAM (Qualitative Content Analysis of TB Campaigns on @tbc.indonesia and @stoptbindonesia accounts for the period February 2022 – January 2023)

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Tuberculosis (TB) is a serious problem in Indonesia. Even though there are vaccines and medicines, TB treatment is still not optimal. According to the Global TB Report 2021, only about 48% of TB patients have been identified, treated and reported in Indonesia. To address this problem, the government and private organizations use Instagram as a medium for TB health campaigns. Social media was chosen because it can reach many people quickly. In digital campaigns in the health sector, health communication principles and methods are used to influence people's behavior. The selection of social media must be adjusted to the target audience and the contents of the campaign message to be conveyed. This study aims to explain the depiction of TB disease messages through campaigns on Instagram. This study uses a qualitative content analysis method and focuses on messages built through data, namely themes & forms, and based on concepts, namely traits & responses. This study provides an overview of the packaging of TB disease messages conveyed through TB disease campaigns on the Instagram accounts @tbc.indonesia & @stoptbindonesia. In accordance with the discussion, it shows that the theme of TB facts is most often raised in the message content because the aim of the campaign is to inform the audience through information about TB. Through the nature of informative messages, namely to inform the audience about TB disease. The most prominent form of image is the image for @stoptbindonesia because here the message packaging is contained in only 1 content. Meanwhile, @tbc.indonesia is in the form of a carousel because the message conveyed is more detailed, so it requires more than 1 content. Finally, the audience's positive response can be seen from the interactions through the likes and comments they give on each upload on both the @stoptbindonesia and @tbc.indonesia accounts about TB.

Keywords: Message depiction, Health Communication, Instagram, TB Disease

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