

ABSTRACT

Message Packaging of Healthy Lifestyle on the @Flimtyfiber Instagram Account (Qualitative Content Analysis on the @Flimtyfiber Account for the 2023 Period)

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Flimty is a health supplement brand that was founded in 2018 and has a vision to increase awareness of healthy lifestyle patterns by providing educational messages about healthy lifestyle patterns on Instagram. Instagram is one of the social media that can be used as a suggestion for disseminating health information. Among other similar brands, Flimty as Top Brand 2021-2023 is more consistent in providing messages about healthy lifestyle patterns on its Instagram account. The issue of healthy lifestyle patterns is important to raise because based on data, 20% of the total Indonesian people have adopted a healthy lifestyle pattern. Therefore, there is a need for healthy lifestyle messages to increase awareness of Indonesian society. The purpose of this research is to find out the message packaging strategy of healthy lifestyle patterns on the @flimtyfiber Instagram account in the 2023 period with a focus on the aspects of message packaging content type, message side, presentation order, message attractiveness, and message form. This research uses a qualitative content analysis method. The results of this study show that the message packaging carried out is dominated by the type of video reels content with the delivery of messages only to one party who has an interest and the important part of the message is placed at the beginning of the message (anti-climax) and uses rational message appeal to spark audience attention packaged in the form of informative messages.

Keywords: Healthy Lifestyle, Messaging, Instagram, Flimty

Libraries : 49

Publication Years : 2017 – 2024