

ABSTRACT

Presentation of Sexual Education Messages on the Instagram Account @taulebih.id (Qualitative Content Analysis of Sexual Education Content from January 2023 to December 2023)

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The Instagram account @taulebih.id is an account that shares Islamic-based sexuality education information through shared content with a vision to normalize discussions related to sexual and reproductive health and rights in Indonesia. People can usually easily access Instagram through mobile devices, making Instagram an efficient means of disseminating information about sex education to young people quickly and simply. This research discusses the Instagram account @taulebih.id by looking at the content posted during the period January 2023 - December 2023 with the aim of informing the public about sexual education, so this research wants to see how the packaging of sexual education messages on the Instagram account @taulebih.id is done. This research uses a content analysis method for message packaging with categories of message form, message theme, content form, and content type, where the result is using an informative message form so that the public is educated and gets information about sexual education. With a combination content form consisting of several slides with a combination of image, text, and video elements.

Keywords: Sexual Education, Message Packing, @taulebih.id

Libraries : 45

Publication Years : 2014 – 2024