

ABSTRACT

Presentation Of Message On Population And Health Issues By BKKBN (Analysis Of The Content Of The @bkkbnoofficial Instagram Account For The 2023 Period)

Amilia Primadiya Putri ¹⁾, Naurissa Biasini S.Si., M.I.Kom²⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

BKKBN (National Population and Family Planning Agency) which is one of the non-ministerial government institutions whis is under the responsibility of the President through the minister of health. Instagram is a social media that can be used as a means of communication for regarding population and health issues from this research. From the content uploaded by BKKBN, it was found that there were several people who were enthusiastic about following and supporting BKKBN. So, this research also looked at the presentation or packaging of messages using informative messages to invite the public can get something like education. This research uses a quantitative content analysis method resulting from packaging messages in the from of important informative messages for Indonesian people to care about their health. The combined content from makes people inspired and like the content. It is hoped that this research can become a refrence and that people will care about maintaining the health of themselves and others.

Keywords: BKKBN, Messages Presentation, Public Communication

Libraries : 39

Publication Years : 2024