

ABSTRAK

Transformasi digital dalam bidang kesehatan semakin berkembang sejak terjadinya pandemi Covid-19 di Indonesia. Namun transformasi digital ini berpotensi menimbulkan masalah baru seperti *hoax* dan *misinformasi* di tengah masyarakat. Dalam merespon fenomena tersebut *Renjana Creative* berinovasi dengan menciptakan *Pandemic Talks* sebagai salah satu media komunikasi kesehatan yang dapat diakses oleh masyarakat secara daring sampai saat ini. Sejak pandemi terjadi, dengan konsisten *Renjana Creative* memproduksi konten melalui media sosial dalam akun Instagram @pandemictalks. Metode penelitian yang digunakan adalah analisis isi kualitatif pada Instagram @pandemictalks dalam kurun waktu bulan Juli hingga September 2023. Masa endemi di Indonesia sejak Juni 2023 menjadi momentum penelitian ini dilakukan dalam periode waktu tersebut. Data yang sudah didapatkan tersebut kemudian dikelompokkan menjadi tiga kategori analisis penelitian, antara lain bentuk konten, kategorisasi konten, dan nilai konten. Analisis dilakukan terhadap beberapa bentuk konten seperti teks, gambar, foto, serta audio-visual. Konten dianalisis berdasarkan konsep kategorisasi konten Lehmann (2023) berupa *informative*, *educative*, *promotes*, *entertains*, dan *creates conversation*. Konten yang dibuat juga dianalisis menggunakan konsep nilai Van Looy (2022) yaitu berdasarkan *functional*, *emotional*, *life-changing*, dan *social impact*. Beberapa konsep tersebut kemudian dihubungkan dengan beberapa teori komunikasi kesehatan. Melalui penelitian ini menunjukkan bahwa strategi komunikasi kesehatan dapat dimaksimalkan melalui unggahan konten yang dapat mendorong terciptanya kesehatan masyarakat.

Kata kunci: Strategi Komunikasi Kesehatan, *Media Sosial*, *Publikasi Konten*, *Analisis isi*

ABSTRACT

Digital transformation in the health sector has been growing since the Covid-19 pandemic in Indonesia. However, this digital transformation has the potential to cause new problems such as hoaxes and misinformation in the community. In response to this phenomenon, Renjana Creative innovated by creating Pandemic Talks as one of the health communication media that can be accessed by the public online to date. Since the pandemic occurred, Renjana Creative has consistently produced content through social media in the Instagram account @pandemictalks. The research method used is qualitative content analysis on Instagram @pandemictalks in the period July to September 2023. The endemic period in Indonesia since June 2023 became the momentum for this research to be carried out within that period. The data that has been obtained is then grouped into three categories of research analysis, including content form, content categorisation, and content value. Several forms of content such as text, images, photos, and audio visuals were analysed. The content was analysed based on Lehmann's (2023) concept of content categorisation which consists of content that is informative, educational, promoting, entertaining, and creating conversations. The content created was also analysed using Van Looy's (2022) concept of value, which is based on functional, emotional, life-changing, and social impact. Some of these concepts were then linked to several health communication theories. This research shows that health communication strategies can be maximised through content uploads that can promote public health.

Keywords: Health Communication Strategy, Social Media, Content Publication, Content Analysis