

Abstract

The practice of self-medication in Indonesian society often experiences problems, one of which is the community's inability to interpret instructions for using drugs correctly. This is related to the low level of health literacy in Indonesia, which is part of digital skills. Digital skills are the key to getting health information through digital media, such as Instagram, which has become the public's main choice. This research aims to determine the role of influencers in conveying drug literacy on Instagram @rinaldi_ni. Epistemologically, this research uses qualitative type of research with a descriptive approach through in-depth interviews and observation. The research results show that Rinaldi as an influencer can apply 4C concepts in using social media, namely context, communication, collaboration, and connection. Axiologically, this research hopes that Rinaldi can always be consistent conveying drug literacy on Instagram so that the information conveyed can be understood and contribute to the world of education.

Keywords: *Influencer, Instagram, 4C Theory, Drug literacy*