

KONTEN MICROBLOG AKUN INSTAGRAM @TEMPATPULANG SEBAGAI MEDIA KOGNISI POLA MINUM KOPI YANG SEHAT

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Abstract. *The development of communication media based on the development of digital technology is currently very fast, especially social media. Nowadays it can be said that the majority of people can already use social media to establish communication with other people. One of the social media that is currently trending is Instagram. Kopi Pulang coffee shop has used Instagram as a medium to educate the public about healthy coffee drinking patterns in the form of visual microblog content on the @tempatpulang account. A healthy coffee drinking pattern consists of 6 indicators, namely: the selection and processing of the right coffee beans, the right method of making coffee drinks, a reasonable dose of coffee, the right time to drink coffee, the right mix of coffee drinks, and the right temperature of coffee water. This study aims to study whether the content on the @tempatpulang microblog has covered the six indicators. The research method used is content analysis method using a descriptive qualitative approach. The results of this study indicate that there are 3 indicators of healthy coffee drinking patterns that have been posted by the @tempatpulang microblog account. The three indicators are: the selection and processing of the right coffee beans, the right method of making coffee drinks, and the right time to drink coffee.*

Keywords: *microblog, kopi pulang, cognition, healthy coffee drinking patterns.*