

ABSTRACT

The study was conducted to find the content of the da'wah message found on dr. Zaidul Akbar's official account on Instagram during a new normal transition to endemic. The study uses a quantitative content analysis method with a descriptive type of research. A nonprobability sampling type impressive sampling takes the sample, and this study has made an Instagram @zaidulakbar sample of 62 contents. Content contained in the messages of health from May 17 to November 30. The data analysis technique used is to collect the content of the Instagram account @zaidulakbar from May 17 to November 30, 2022, and by electing Instagram content and then determining and using coders to keep the research objectified by the coder that researchers have prepared the order, and then the coder's record-proven physicality analysis will follow conclude research and make conclusions about the result of this study. The results obtained from the content analysis on the Instagram content of the Instagram @Zaidulakbar are there is a health message through individual hygiene by 39 uploads with 63% of the total 62 uploads. While the mental health category with the total 17 uploads with 27% of the total 62 uploads. Environmental Health by 4 uploads with 6% of total 62 uploads, and mothers and child health messages by 2 uploads with frequency of 3% of the total 62 Instagram Upload content.

Keywords: *Islamic Health Message, Digital Da'wah, Instagram, Content Analysis.*