

ABSTRACT

This study aims to analyze the strategy of disseminating educational content by PT Bio Farma in increasing awareness of influenza vaccination through Instagram @update.imun. This research uses a qualitative approach with a case study method through data collection techniques of interviews, documentation, and observation. This research refers to the theory of new media characteristics (lister citation), namely: (1) Digital; (2) Interactive; (3) Hypertextual; (4) Virtual; (5) Networked; (6) Stimulated. The results of this study indicate that PT Bio Farma's educational content dissemination strategy through Instagram @update.imun has utilized the characteristics of new media. The dissemination of educational content on influenza vaccination information by PT Bio Farma is carried out through Instagram @update.imun whose content is packaged in attractive visual and video formats to increase public attention. In addition, Instagram @update.imun invites the public to actively participate in educational campaigns, strengthen relationships, and create in-depth conversations related to influenza vaccination. Furthermore, @update.imun utilizes Instagram features such as hashtags, mentions, and links to expand the reach of content and make it easier for people to find further influenza vaccination information. Next, @update.imun utilizes the live session feature on its Instagram so that people can be directly involved in discussions so that they get more personalized information that can strengthen awareness of the importance of influenza vaccination. Then, @update.imun collaborates with communities, organizations, and influencers who can expand the scope of the influenza vaccination campaign. Then, @update.imun designed attractive visual elements using a retro 80s theme to suit the main target audience, namely Gen Z and millennials. This strategy is expected to increase public awareness of the importance of influenza vaccination and provide insights for managing health communication on social media.

Keywords: Content dissemination strategy, Vaccination education, Influenza vaccination awareness, Immune Update Instagram, New media characteristics.