

ABSTRACT

This study examines how government public communication is portrayed through visual messages on Instagram by two health institutions: the Ministry of Health of the Republic of Indonesia (@kemenkes_ri) and the Ministry of Health Singapore (@mohsingapore). Using a qualitative content analysis approach based on Roland Barthes' semiotic theory, the research explores denotative, connotative, and hegemonic meanings within the visual content. The findings show that both institutions utilize visual components—such as color, illustration, symbols, and text—to deliver health messages aligned with their respective social values and public contexts. @kemenkes_ri tends to emphasize themes of collective action and community involvement, while @mohsingapore adopts a more individual-oriented and informative visual style. These differences reflect how each institution adapts its visual communication to resonate with its audience. The study provides insights into how visuals shape public perception in the context of digital health communication.

Keywords: government public communication, health messages, Instagram, semiotics, visual communication