

The utilisation of instagram @dinkeskota.bdg in the dissemination of information regarding health services for the community

(A virtual ethnographic study on the content analysis of health service reels on the account @dinkeskota.bdg in Bandung)

Ditha Prasanti*, Ikhsan Fuady

Communication Science Program, Communication Science Faculty, Universitas Padjadjaran
Jl. Raya Bandung Sumedang KM.21, Hegarmanah, Jatinangor, Sumedang, Jawa Barat, Indonesia

*Correspondence author: Ditha Prasanti, ditha.prasanti@unpad.ac.id, Bandung, Indonesia

Received: 20/12/2024

Revised: 03/01/2025

Accepted: 17/01/2025

Abstract. This research focuses on the utilisation of the Instagram account @dinkeskota.bdg for the dissemination of health service information to the community in Bandung. In this digital era, social media, particularly Instagram, has become an increasingly important platform for providing health information swiftly and engagingly. The study employs a virtual ethnographic approach to explore the interactions established between the account managers and followers through the reels content published over the past six months. The objectives of this research are to (1) ascertain the interactions occurring within the reels content concerning the health services provided by the Bandung City Health Office; and (2) identify the verbal and non-verbal language employed by followers in their responses to the reels content. The analysis focuses on the reels content, particularly the comments and reactions left by users. The findings indicate that there is significant interaction among followers regarding the uploaded content. The analysis of the reels content, specifically concerning the language used in the comments, suggests that followers express positive and supportive verbal expressions, while also employing emojis and symbols as forms of non-verbal expression. This research concludes with two key points: (1) the existence of interactions among followers of @dinkeskota.bdg; and (2) the presence of verbal language manifested in follower responses and non-verbal language represented by symbols such as likes or loves on the viewed reels content. Although the interaction in the form of comments from viewers remains limited, this presents an opportunity for the Bandung City Health Office to continue innovating in content development and to leverage various new features on Instagram. Furthermore, collaboration with health influencers could serve as a beneficial strategy to reach a broader audience.

Keywords: Utilisation, Instagram, Health Services, @dinkeskota.bdg, Virtual Ethnography

Introduction

The dissemination of information regarding healthcare services through digital media, particularly on social media platforms such as Instagram, has become increasingly pervasive. The emergence of reels as an engaging format for communication presents a significant opportunity for the Health Office of Bandung City to enhance public awareness of crucial health issues. This study uses the Instagram account of the Health

Office of Bandung City, @dinkeskota.bdg, as a tangible example where healthcare information is presented in an attractive and informative reel format.

This creates opportunities for health institutions to leverage social media as a medium for education and health outreach. A notable example is the Instagram account of the Health Office of Bandung City, @dinkeskota.bdg, which actively employs reel content to convey healthcare service information to the public. The content is designed to be easily comprehensible and informative, given the visual appeal inherent in the reel format. As one of the popular social media platforms, Instagram provides an opportunity to convey health messages in a visual and interactive manner. In this context, this research focuses on the utilisation of the Instagram platform by the Health Office of Bandung City, @dinkeskota.bdg, which plays a vital role in disseminating health information to the public.

The Health Office of Bandung City strives to address this challenge by utilising their Instagram account, @dinkeskota.bdg, to disseminate healthcare service information to the community. Through the engaging reel format, the Health Office seeks to capture audience attention and convey relevant and significant messages. The Health Office of Bandung City (@dinkeskota.bdg) employs this platform to disseminate information related to healthcare services to the public. Through reel content, information is presented in an engaging and easily digestible format, thus reaching a younger and broader audience. According to research conducted by Tzuo & O'Leary (2021), the use of short videos as a medium for conveying health information can enhance user understanding and interest, as it exploits the visual nature preferred by social media users (Tzuo, C., & O'Leary, 2021).

This underscores the urgency of conducting this research, as there has yet to be a specific investigation into the utilisation of reel content as a means of disseminating healthcare service information by health authorities in Indonesia, particularly in Bandung City. Therefore, this study aims to explore and deepen the understanding of how reel content can be utilised to convey health information, as well as how users interact with such content.

Reel content, which offers short and engaging videos, has proven capable of reaching a wider audience, with a higher engagement rate compared to traditional posts—reporting interactions up to 60% more (HubSpot, 2024). Furthermore, a survey by the Pew Research Center indicates that 67% of Instagram users prefer to receive health information in video format rather than text, demonstrating a clear preference for more visual and interactive content (Pew Research Center., 2024). With this substantial potential, the Health Office of Bandung City has the opportunity to leverage reels as an effective communication strategy, enhancing public awareness and knowledge about critical health issues.

In the context of utilising reel content on Instagram as a medium for health promotion, several studies provide important and consistent insights. Almeida and Salgueiro (2021) conducted a systematic review of the use of social media in health promotion, discovering that visual content, including videos, significantly influences user engagement and the dissemination of health information (Almeida, F., & Salgueiro, 2021). Supporting these findings, Turner and Thill (2022) demonstrated in their research that social media videos positively affect individual health literacy, with short videos substantially improving understanding of health issues (Turner, K., & Thill, 2022). López

and Méndez (2023) also emphasised the importance of analysing user interaction with health-focused reel content, finding that visual elements and personal narratives achieve higher engagement levels (López, T., & Méndez, 2023). Lastly, Bennett and Glasgow (2019) elucidated the importance of social media in disseminating accurate health information, emphasising that engaging formats such as videos can encourage healthy behaviours. Collectively, these research findings support a framework for understanding how reel content can be optimised to increase public awareness of significant health issues (Bennett, G. G., Glasgow, R. E., & Toobert, 2019).

By 2024, the use of reels for health promotion has further evolved, as articulated by Jimenez et al. (2024), who reported that 78% of Instagram users prefer video content for obtaining health information compared to text or static images (Jimenez, M., Thompson, J., & Garcia, 2024). Furthermore, research by Carter and Lin (2024) indicates that the short video format on social media can enhance information retention rates by 65% compared to other informative content. With these characteristics, reels can serve as a highly effective tool in promoting healthy behaviours and increasing awareness of important health issues (Carter, R., & Lin, 2024). Consequently, this study aims to explore how the Health Office of Bandung City utilises Instagram reel content to convey health information and how audiences interact with that content.

Therefore, it is essential to investigate how interactions occur between the health Office through reel content and their audience, as well as the verbal and non-verbal language employed in these interactions. This research aims to: (1) ascertain the interactions that occur within the reel content concerning healthcare services provided by the Health Office of Bandung City, and (2) understand the verbal and non-verbal language used by followers in responding to such content. By focusing this research on the Instagram account @dinkeskota.bdg, it is hoped that deeper insights can be gained regarding health communication strategies and community interactions, as well as support the development of more responsive healthcare service initiatives in Bandung City.

Methods

In this study entitled "The Utilisation of Instagram Reels Content by the Health Department of Bandung City in Promoting Health Services," the method of virtual ethnography is highly relevant for application. This method enables researchers to comprehend social and cultural interactions within the digital environment, particularly in the context of health promotion on the Instagram platform.

Nasrullah (2015) asserts that virtual ethnography provides researchers with the capability to observe social practices, communication, and cultural expressions occurring in online spaces. By employing participatory observation techniques, researchers can directly observe how audiences interact with the reels content uploaded by the Health Department, as well as how health messages are received and responded to by the community. Furthermore, this approach allows for the exploration of the meanings and substance of the content within the context of user interactions, thereby yielding deeper insights into the effectiveness of reels as a health promotion tool.

Additionally, considering ethical aspects in data collection within digital spaces is also of paramount importance (Nasrullah, 2015), given the dual nature of personal and public interactions on social media. Data is collected through observations, literature reviews, and content analyses of existing posts, user interactions (such as comments and likes), as well as the identification of key themes presented in health information.

Result and Discussion

In this research, the author focuses on the content of the reels from the Instagram account @dinkeskota.bdg. An in-depth analysis has been conducted on the Instagram account of the Bandung City Health Office (@dinkeskota.bdg), with a particular emphasis on the reels that have been uploaded. As outlined in the introduction, reels as an audio-visual medium possess a unique appeal. This is evidenced by the account @dinkeskota.bdg, which disseminates health information through various reels content.

Moorhead et al. (2013) also indicate that reels content is engaging due to its combination of images, sound, and text, which conveys messages in a more engaging and dynamic manner (Moorhead, S. A., Hazlett, D. E., Harrison, L., Carroll, J. K., & Irwin, 2013). The observations made by the author regarding the various types of content uploaded by the account @dinkeskota.bdg reveal that the dissemination of health information through reels is not only informative but also creative, making it an effective tool for reaching a broader audience.

According to research by Briones et al. (2011), information presented through video is generally easier to remember and more likely to prompt action compared to conventional text (Briones, R. L., Watson, B. R., Ventura, H. Y., & h, 2011). This is particularly relevant in the health context, where public awareness of health issues can be enhanced through engaging and interactive approaches (Sondhi, A., Kumar, V., & Bansal, 2020). Thus, the efforts of the Bandung City Health Office to utilise reels reflect an understanding of the power of social media in health communication and the importance of delivering accurate information within the context of public health (Peñafiel, J., Ariza, I., & Cobo, 2021).

In this context, the term public health refers to the diversity of health information required by the public. This implies that the health information disseminated is grounded in the context of the health information needs of the public. As a result of this research, the author also includes a profile image of the account @dinkeskota.bdg below. In this image, the profile of @dinkeskota.bdg is visible, showcasing a follower count of 58.3K and a total of 4,458 pieces of content produced. We can see figure 1 below, about the profile picture of account @dinkeskota.bdg.



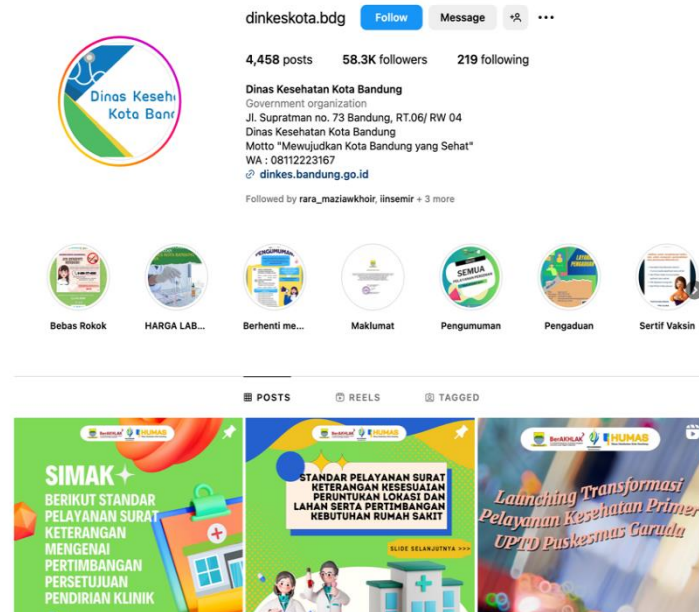


Figure 1. Account of Dinas Kesehatan kota Bandung
(Source : The result of research, 2024)

The findings obtained from this research are as follows

The interactions established among the followers of @dinkeskota.bdg Based on observations conducted through virtual ethnographic methods in this study, the author discovered interactions among followers regarding the health service content provided by the Bandung City Health Office. One notable example of a reel that captured significant public attention on the Instagram account @dinkeskota.bdg is the launching of the Integrated Primary Service (ILP) Posyandu and Mobile Health Centre, which took place in the Gegerkalong sub-district of Bandung. This content successfully attracted up to 2,862 viewers, indicating a substantial interest in the material presented. We can see from the figure 2 about this.



Figure 2. The launching of the Integrated Primary Service Posyandu and Mobile Health Centre (Source : The result of research, 2024)

Through a brief video format showcasing various activities and services available, such as health check-ups, nutritional counselling, and immunisations for toddlers, this content effectively conveyed health messages in an easily digestible manner (Wahyu, D., & Syahrani, 2021). The utilisation of visual media in this content facilitated positive interactions between health workers and residents, while also providing testimonials from parents who experienced the benefits of these services. This aligns with research by Campbell et al. (2014), which demonstrates that communication approaches involving active community participation can enhance understanding and acceptance of health programmes (Campbell, M. K., Carr, C., & Dignan, 2014).

With 2,862 viewers for this content, the Bandung City Health Office can be regarded as successful in raising public awareness regarding the importance of utilising available health services that are conveniently located. Research indicates that accessibility to health services contributes to improved overall public health (World Health Organization., 2020). This content not only disseminates information but also serves as a social stimulus that encourages the community to become more actively involved in maintaining their own health and that of their families.

In accordance with existing literature, the integration of health services through community approaches, as demonstrated in this launch, helps bridge gaps in access to health services. By prioritising content that is accessible via social media, the Health Office is able to address the challenges of conveying health information in today's digital era (World Health Organization, 2020). Through this reel content, health information on the existence of the Mobile Health Centre ILP not only provides better access to services but also fosters a stronger health culture within the community.

Furthermore, the diversity of other reel content also reflects the interactions established among the followers of the @dinkeskota.bdg account. The author found that the most viewed reel content was related to health service information. This indicates that the community has a significant interest in health issues relevant to their daily lives. These contents encompass topics such as education on complementary feeding counselling services, awareness of chikungunya disease, tips for maintaining maternal and child health, and other up-to-date information.

Observation data reveal that videos providing practical and easily comprehensible solutions are particularly engaging. One factor contributing to the appeal of these contents is the ability of the reels to demonstrate complex information in a simple and engaging format (Moorhead, S. A., Hazlett, D. E., Harrison, L., Carroll, J. K., & Irwin, 2013). Through effective visual presentation and narration, the Bandung City Health Office successfully bridges academic research with the community's need for health-related learning. For instance, the image below illustrates the content of the reels on @dinkeskota.bdg.



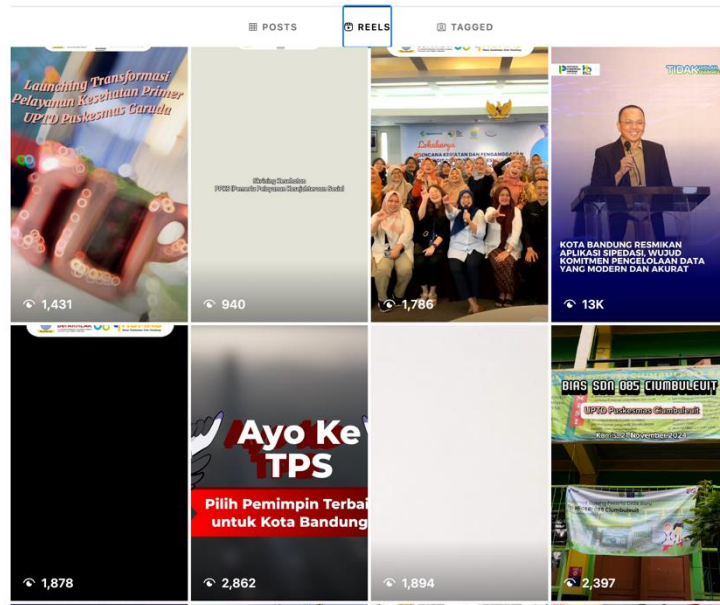


Figure 3. [@dinkeskota.bdg](https://www.instagram.com/dinkeskota.bdg) content reels with a high number of viewers
(Source : The result of research, 2024)

In the figure 3 above, the author observes that the reel content uploaded by @dinkeskota.bdg comprises a diverse array of health-related information. Based on the research conducted, the author notes that interactions occurring among followers are primarily centred around reel content that pertains to healthcare services within the context of public health.

The author further discovers that the reel content available on @dinkeskota.bdg effectively facilitates the dissemination of health information on a large scale, and the indirect interactions that ensue reflect the interest and engagement of the community. This finding offers significant insights for account managers in their efforts to strengthen relationships with the public in the realm of healthcare services. It indicates that the audience is more engaged with content that is not only informative but also encourages participation. User comments often reflect a need for further information, which can serve as feedback for the Health Office in curating subsequent content.

Identification of Verbal and Non-Verbal Language Utilised by Followers

The account @dinkeskota.bdg posts a variety of content types about reels, including activities, promotion of health program, and the other conducted by the Health Office of Bandung City, and narratives related to public health. The type of content most frequently uploaded pertains to healthcare services. In this regard, @dinkeskota.bdg collaborates with the Instagram accounts of community health centres in Bandung City, as we can see from the figure 4 below, which showcase various health services provided by them.

Figure 4 also shows the identification of non-verbal messages with the collaboration of reels content between @dinkeskota.bdg with @puskesmas_ujungberungindah and @pkmkopo_kotabdg. This is also evidence of non-verbal interaction that can be seen in the reels content.



Figure 4. @dinkeskota.bdg collaborates with accounts of community health centres in Bandung City
(Source : The result of research, 2024)

In addition, the author has also categorized the forms of verbal and non-verbal messages obtained in this research. This categorization is also made to show the real evidence of the identification of verbal and non-verbal messages. The categorisation of the language usage selected by the followers of @dinkeskota.bdg can be observed in the table 1 below.

Table 1. Categorization of The Research's Result

The result	Description
1. Verbal language	This interaction is demonstrated through the comments provided, which consist of positive and supportive verbal expressions regarding the content of the Bandung City Health Office.
2. Non verbal language	Furthermore, this interaction is also illustrated by the use of like or love emojis, serving as symbols of non-verbal expression.

(Source : The result of research, 2024)

Based on the table 1 above, the author has identified categories of verbal and non-verbal language as demonstrated in the content posted on the reels. There exists a significant interaction among followers, wherein they actively participate through responses that involve the use of symbols in relation to the uploaded content. The analysis conducted on the reels content, particularly concerning the language employed in the comments, indicates that the followers of @dinkeskota.bdg express positive and supportive verbal expressions, whilst also utilising emojis and love symbols as forms of non-verbal expression.

The author has shown an example of this non-verbal language in figure 3 earlier. The identification of non-verbal language is seen in the use of love and other symbols that mean that the audience likes the content of the reels. The use of informative and responsive language, coupled with a diverse array of symbols, fosters an interactive atmosphere that enhances audience engagement with the health information conveyed.

Observations reveal that to date, the Bandung City Health Office has uploaded over 400 reels of content encompassing various important themes. These themes include information pertaining to health services in the context of public health. The diversity of this reels content highlights three findings as follows:

1. Making health information more engaging
2. Easily accessible to various demographics
3. Providing opportunities for the community to become more involved and participate in maintaining their own health

The Health Office endeavours to create a responsive communication platform through reels content on its Instagram account. Each piece of content is designed with an educational approach that utilises visual elements and easily comprehensible language, thereby reaching a broader audience. This approach aligns with research indicating that information-dense yet light content is more readily accepted by the public (Moorhead, S. A., Hazlett, D. E., Harrison, L., Carroll, J. K., & Irwin, 2013).

Through this approach, the Bandung City Health Office not only focuses on disseminating information but also on fostering a collective awareness regarding public health and the significance of access to health services. The reels content encompasses various formats and styles of delivery, ranging from informative videos presented by health professionals or others.

However, despite the high number of viewers reflecting the appeal of the content, a lack of comment interaction may indicate that viewers might prefer to observe rather than engage actively. Research conducted by Nabi et al. (2018) demonstrates that social media audiences often function as passive consumers, wherein they tend to prefer consuming information without participating in discussions (Nabi, R. L., Prestin, A., & So, 2018).

In this context, the Health Office could consider designing more interactive content in the form of polls or question-and-answer sessions to encourage the audience not only to be viewers but also to become active participants. Without active interaction in the comments section, the content remains a means of disseminating information aimed at enhancing public health literacy in Bandung, thereby enabling more individuals to access knowledge that is vital for their well-being.

In this study, the author observes that the presence of reels content on social media can create a constructive and inclusive dialogue space, strengthening the relationship between the community and health institutions. Overall, the phenomenon of increased viewer numbers, despite minimal comment interaction, reflects an intriguing pattern in the use of social media by health agencies. The account @dinkeskota.bdg also indicates that although community engagement in the form of comments may not be apparent, the reels content uploaded still conveys informative messages that capture the attention of viewers broadly.

Conclusion

The Health Office of Bandung City effectively utilises Instagram for the dissemination of health information. Through an engaging and interactive content approach, the account @dinkeskota.bdg is able to reach diverse segments of the population and enhance awareness regarding the importance of health. This research concludes two key findings: (1) the existence of interaction among the followers of @dinkeskota.bdg; (2) the utilisation of verbal language in the form of followers' responses, as well as non-verbal language represented by symbols such as likes or loves on the viewed reels content.

Although the interaction in the form of comments from viewers remains limited, this presents an opportunity for the Health Office of Bandung City to continually innovate in content development and to leverage various new features on Instagram. Furthermore, collaboration with health influencers could serve as a beneficial strategy to reach a broader audience.

Acknowledgements

The author expresses gratitude to Universitas Padjadjaran for supporting various research initiatives undertaken by the faculty, particularly those aligned with their specialisations and expertise. In this regard, the author also extends appreciation to the Health Office of Bandung City for their efforts in utilising the social media platform Instagram for the dissemination of health information.

References

- Almeida, F., & Salgueiro, M. F. (2021). Social Media for Health Promotion: A Systematic Review of the Literature. *Journal of Health Communication*, 26(3), 210-223.
- Bennett, G. G., Glasgow, R. E., & Toobert, D. J. (2019). The Importance of Social Media for Health Promotion and Disease Prevention. *American Journal of Preventive Medicine*, 56(2), 207-215.
- Briones, R. L., Watson, B. R., Ventura, H. Y., & h, J. C. (2011). Determining the Impact of Social Media on Health Communication. *Health Communication*, 26(3), 314-319.
- Campbell, M. K., Carr, C., & Dignan, M. B. (2014). The Role of Social Media in Health Education: Perspectives and Practice. *Journal of Health Communication*, 19(8), 944-951.
- Carter, R., & Lin, Y. (2024). (2024). "The Impact of Short-Form Video on Health Communication: Insights from Social Media." *International Journal of Health Promotion and Education*, 62(2), 123-134.
- HubSpot. (2024). *The Future of Video Marketing: Trends for 2024*. Retrieved from HubSpot.
- Jimenez, M., Thompson, J., & Garcia, S. (2024). Engagement with Health-Related Content on Instagram: A Study of Reels. *Journal of Health Communication*, 29(1),



45-60.

- López, T., & Méndez, G. (2023). “Instagram in Health Communication: Analyzing Engagement with Health-Related Reels.” *Health Communication*, 38(2), 135-145.
- Moorhead, S. A., Hazlett, D. E., Harrison, L., Carroll, J. K., & Irwin, A. (2013). A New Dimension of Health Communication: The Role of Social Media in Health Information. *Health Information Science and Systems*, 1(1), 1-12.
- Nabi, R. L., Prestin, A., & So, J. (2018). The Role of Social Media in Health Communication: Current Trends and Future Directions. *Health Communication*, 33(1), 1-9.
- Nasrullah, R. (2015). *Media Sosial: perspektif Komunikasi, Budaya, dan Sosioteknologi*. Remaja Rosdakarya.
- Peñafiel, J., Ariza, I., & Cobo, P. (2021). Digital health information and its impact on health literacy among health care consumers. *Digital Health*, 7, 1-10.
- Pew Research Center. (2024). “*Health Information on Social Media: Key Trends.*” Retrieved from Pew Research Center.
- Sondhi, A., Kumar, V., & Bansal, S. (2020). The effectiveness of social media for health communication: A review of the literature. *International Journal of Health Sciences*, 14(2), 85-90.
- Turner, K., & Thill, D. (2022). Impacts of Social Media Video Content on Health Literacy: A Multinational Study. *Global Health Promotion*, 29(1), 15-27.
- Tzuo, C., & O’Leary, C. (2021). The Impact of Short Video on Health Education Engagement: An Exploratory Study. *Journal of Medical Internet Research*, 23(4), E27105.
- Wahyu, D., & Syahrani, F. (2021). Analisis Efektivitas Media Sosial dalam Promosi Kesehatan di Era Digital: Studi Kasus Dinas Kesehatan Kota Bandung. *Jurnal Komunikasi Kesehatan*, 8(2), 123-134.
- World Health Organization. (2020). *Integration of Primary Health Care and Health Services: A Transformative Approach*. Diakses Dari <https://www.who.int/docs/default-source/integration/primary-health-care-integration-2020.pdf>.