

## ***Abstract***

*This research explores the impact of health education through social media, focusing on the Instagram account of Yulia Baltschun. Yulia, as an influencer and fitness model, provides various content, including diet tips, recipes, and exercise motivation. Yulia's boldness in debating with experts demonstrates her confidence in presenting information. Content analysis compares Yulia's delivery style with other influencers like Ade Rai and Coach Regina. Yulia uses animation and a fast speaking pace, while Ade Rai is more written and slower. Despite the differences, both share a similar goal of promoting a healthy lifestyle.*

*This study employs qualitative methods, qualitative post-positivisme paradigm, and descriptive content analysis. Data collection involves non-participant observation and literature review of the Instagram account @yuliabaltschun. In conclusion, this research reflects the crucial role of social media and influencers in disseminating health education. Recommendations for further research include diverse approaches to delve deeper into the impact and effectiveness of educational content through digital platforms.*

*Keywords: Health Education, Diet Patterns, Instagram Content, Content Analysis, Healthy Lifestyle.*