

ABSTRACT

Soona's digital campaign for a healthy lifestyle is to invite and provide tips on what to do to have healthy lifestyle habits to Instagram users and followers of the @soonaofficial.id account. Instagram was chosen to be the social media that will be examined because the number of followers on Instagram is more than other social media, Instagram is also one of the social media accounts that is more active in posting healthy lifestyle tips or information about healthy lifestyles both in the form of videos and videos. photos in feeds or in Instagram stories. This study aims to find out how digital campaigns for a healthy lifestyle on the Instagram account @soonaofficial.id. In this study using a case study type. Therefore, researchers will examine in depth with the limits of digital campaigns for a healthy lifestyle on the Instagram account @soonaofficial.id. Based on the results of the research, it is known that nature is conducting the Soona campaign using the Ostergaard model, where @soonaofficial.id has paid close attention to 3 aspects, namely problem identification, campaign management, and knowing what needs to be evaluated when the campaign is over, namely lack of feedback or interaction between campaign actors and the audience, then visual content and message writing became one of the obstacles during the campaign because there were communication barriers between graphic design and specialist social media, then the problem reduction that has been analyzed is in the form of feedback from consumers, namely in the form of testimonials given either directly via messages or comments on Instagram posts or reviews on e-commerce applications.

Keywords: *Digital Campaign, Healthy Lifestyle, New Media, Instagram*