

ABSTRACT

This research aims to understand the visual branding strategy applied by Yayasan Kesehatan Telkom (Yakes Telkom) in delivering health information through the social media platform Instagram, with a focus on the younger generation as the main target audience. In the digital era, Instagram has become one of the most effective platforms to reach the younger generation in Indonesia, given that the majority of users of this platform come from this age group. Yakes Telkom utilizes visual communication as a key strategy to increase the appeal and effectiveness of its health information content. Through this study, the researcher explored the process of idea generation, implementation, and customization of the content to suit the preferences of the younger generation. This research uses a qualitative case study method with a constructivism paradigm, which views reality as a result of human construction. Data collection techniques were conducted through observation of the @yakestelkom Instagram account, in-depth interviews with informants, and documentation of posted content. Data analysis was carried out through the process of collecting, reducing, presenting, and drawing conclusions. The results showed that Yakes Telkom succeeded in conducting visual differentiation in its Instagram content, which is marked by the use of consistent and attractive colors, health symbols, and graphic design. The content innovation process was conducted through brainstorming and validation of audience feedback. As a result, the resulting content is more in line with the preferences and styles of the younger generation, increasing engagement and acceptance of health information among this audience. These findings demonstrate the importance of a structured and innovative visual branding strategy in supporting the delivery of health information in the digital era.

Keywords: *Health Information, Instagram, Social Media, Visual Branding Strategy, Yakes Telkom*