

ABSTRACT

Websites and social media platforms, such as Instagram, play a vital role in a company's strategic communication, particularly in delivering health-related information. A website serves as a comprehensive and official hub of information, helping to establish the company's legitimacy and professional image through consistent narratives and visual elements. Meanwhile, Instagram is utilized to enhance audience engagement with dynamic and interactive visual approaches, such as images, videos, and infographics. The combination of these two platforms enables the delivery of health information in a comprehensive and appealing way, reaching a broader audience. In the context of health education, Yakes Pertamina leverages its website to present structured and systematic information, while Instagram is used to share creative and relevant educational content tailored to the audience's needs, particularly younger generations. The visual communication strategy adopted by Yakes Pertamina, which incorporates engaging visual elements and straightforward language, has proven effective in raising public health awareness. This study highlights the importance of utilizing digital media to convey complex health information by aligning the approach with audience preferences. A social media-driven approach allows Yakes Pertamina to bridge the complexity of health information with audience understanding through engaging and interactive visual content. Thus, this research emphasizes the role of social media, particularly Instagram, as a strategic platform that, in certain contexts, can surpass the effectiveness of websites in health education efforts. The findings of this study are expected to provide valuable insights for other organizations in developing inclusive and adaptive digital communication strategies.

Keywords: *Content strategy, health education, Instagram, Yakes Pertamina, social media.*