

ABSTRACT

The rising number of diabetes cases in Indonesia has encouraged the search for healthier sugar alternatives, one of which is stevia. Despite its significant health benefits, the use of stevia remains limited due to the lack of widespread information dissemination. This study aims to analyze the reception of diabetic patients toward the delivery of information about stevia as a natural sweetener through the Instagram account @beeruindonesia. This research uses a qualitative method with a phenomenological approach and Stuart Hall's reception theory. Data were collected through in-depth interviews with five diabetic informants who follow the @beeruindonesia account and have stevia experience. The results show that most informants are in the dominant hegemonic and negotiated hegemonic positions, meaning they tend to accept and agree with account messages or interpret them based on their own experiences and perspectives rather than reject them outright. The @beeruindonesia account is considered effective in providing health education and influencing the behavior of diabetic patients in replacing sugar with stevia. This study highlights the importance of informative, visual, and interactive health communication through social media in shaping public understanding and decision-making related to a healthy lifestyle.

Keywords: *Diabetes, Stevia, Reception, Health Communication, Social Media*