

Public Relations Campaign Management In Preventing Covid-19 Through Instagram Social-Media At Telkom University Of Bandung

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ABSTRACT

Objective: *This research aims to examine the management of Telkom University Bandung's public relations campaign on Instagram, specifically focusing on the prevention of the spread of Covid-19. The study seeks to understand the strategies employed in the campaign and evaluate its effectiveness.*

Theoretical Framework: *The research is grounded in qualitative methods, utilizing the campaign theory derived from Venus and communication theory from Laswell. The study applies these theoretical frameworks to analyze the planning, execution, and impact of Telkom University Bandung's Covid-19 prevention campaign on Instagram.*

Method: *Qualitative research methods were employed, incorporating campaign and communication theories. The first informant is the authorized personnel responsible for managing Telkom University Bandung's social media and executing the Covid-19 health communication campaigns. The second informant group comprises the academic community, including professors, educators, students, and the general public who received information through Telkom University Bandung's social media.*

Results & Conclusion: *The research results provide comprehensive insights into the Health Communication Campaign initiated by Telkom University Bandung to address the Covid-19 pandemic. The findings cover various aspects of the campaign, including its planning, execution, and impact on the target audience. The analysis of the research indicates that the public relations campaign managed by Telkom University Bandung on Instagram, aimed at preventing the spread of Covid-19, has achieved a notable level of success. The conclusion is drawn based on the evaluation of the campaign's overall effectiveness in reaching and influencing the targeted audience within the university community and the general public.*

Originality/Value: *This research contributes to the field of public relations and health communication by providing a detailed analysis of the strategies employed by Telkom University Bandung in managing a Covid-19 prevention campaign on Instagram. The study's findings can be valuable for practitioners and researchers in understanding effective communication methods during a public health crisis, particularly utilizing social media platforms.*

Keywords: *Campaign Management, Public Relations, Social-Media, Covid-19.*

GESTÃO DE CAMPANHA DE RELAÇÕES PÚBLICAS NA PREVENÇÃO DE COVID-19 ATRAVÉS DA MÍDIA SOCIAL INSTAGRAM NA TELKOM UNIVERSITY OF BANDUNG

RESUMO

Objetivo: Esta pesquisa tem como objetivo examinar a gestão da campanha de relações públicas da Telkom University Bandung no Instagram, com foco específico na prevenção da propagação da Covid-19. O estudo busca compreender as estratégias empregadas na campanha e avaliar sua eficácia.

Referencial Teórico: A pesquisa está fundamentada em métodos qualitativos, utilizando a teoria da campanha derivada de Vênus e a teoria da comunicação de Laswell. O estudo aplica essas estruturas teóricas para analisar o planejamento, a execução e o impacto da campanha de prevenção da Covid-19 da Telkom University Bandung no Instagram.

Método: Foram empregados métodos de pesquisa qualitativa, incorporando teorias de campanha e comunicação. O primeiro informante é o pessoal autorizado responsável pela gestão das redes sociais da Telkom University Bandung e pela execução das campanhas de comunicação sobre saúde da Covid-19. O segundo grupo de informantes compreende a comunidade acadêmica, incluindo professores, educadores, estudantes e o público em geral que recebeu informações através das redes sociais da Telkom University Bandung.

Resultados e Conclusão: Os resultados da investigação fornecem uma visão abrangente sobre a Campanha de Comunicação em Saúde iniciada pela Telkom University Bandung para enfrentar a pandemia de Covid-19. As conclusões abrangem vários aspectos da campanha, incluindo o seu planejamento, execução e impacto no público-alvo. A análise da investigação indica que a campanha de relações públicas gerida pela Telkom University Bandung no Instagram, destinada a prevenir a propagação da Covid-19, alcançou um nível notável de sucesso. A conclusão é tirada com base na avaliação da eficácia global da campanha em atingir e influenciar o público-alvo da comunidade universitária e do público em geral.

Originalidade/Valor: Esta pesquisa contribui para o campo das relações públicas e da comunicação em saúde, fornecendo uma análise detalhada das estratégias empregadas pela Telkom University Bandung na gestão de uma campanha de prevenção da Covid-19 no Instagram. As conclusões do estudo podem ser valiosas para profissionais e investigadores na compreensão de métodos de comunicação eficazes durante uma crise de saúde pública, particularmente utilizando plataformas de redes sociais.

Palavras-chave: Gestão de Campanhas, Relações Públicas, Redes Sociais, Covid-19.

A. INTRODUCTION

Corona virus or severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) is a virus that attacks the respiratory system. The disease caused by this viral infection is called COVID-19. The Corona virus can cause mild disorders of the respiratory system, severe lung infections, and even death. Severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), better known as the Corona virus, is a new type of coronavirus that is transmitted to humans. This virus can attack anyone, such as the elderly (elderly age group), adults, children and infants including pregnant women and nursing mothers (Alodokter, 2021).

This virus is transmitted through sputum droplets (droplets) from the respiratory tract, for example when in a crowded closed room with poor air circulation or direct contact with droplets. Apart from the SARS-CoV-2 virus or Corona virus, viruses that are also included in this group are viruses that cause Severe Acute Respiratory Syndrome (SARS) and viruses that cause Middle-East Respiratory Syndrome (MERS). Even though it is caused by a virus from the same group, namely the coronavirus, COVID-19 has several

differences from SARS and MERS, including in terms of the speed of spread and severity of symptoms.

Health programs tend to emphasize treatment rather than disease prevention. One strategy that can be done to prevent the spread of disease is through health communication campaigns. Yet according to Kartono Mohamad (2009), the government's success in the health sector is not in how many hospitals and medical clinics are established and how much it pays for treatment for the poor, but how far disease can be prevented, how many deaths that should not have been avoided, how far can disability due to disease be reduced, how far can people be encouraged to behave healthily, and how far can the government anticipate the arrival of new epidemics. One thing that can be done to prevent various diseases that often arise is through health campaigns.

Public Relations is a special management function that supports the formation of mutual understanding in communication, understanding, acceptance and integrated work of the functions and roles of Public Relations. This strategy can be used to help solve the problems the company is currently facing. Therefore, a Public Relations (PR) Campaign strategy is an important thing that must be owned by PR to help their performance within a company that can be used when dealing with a phenomenon or problem.

Health communication has a role to educate certain communities or communities to create awareness of certain health information. Health communication by way of health campaigns can change the social climate to encourage people to live a healthy life or healthy behavior, create public awareness, change attitudes and motivate individuals to adopt recommended behaviors. Health communication is generally carried out in the form of: social marketing aimed at introducing or changing positive behavior, information dissemination through the media, and advocacy, namely community, group, or mass media assistance with the aim of introducing policies, regulations, and programs to renew health (Liliwari, 2013).

Mass media communication, in this case social media, is a fundamental component of many health promotion strategies designed to change health risk behavior. Social media has the capacity to reach and influence millions of Indonesians simultaneously. The media's most obvious strength lies in the number of individuals they can reach. Social media can influence individual behavior and community values that also support the environment and individuals so it is necessary to maintain a habit of changing behavior to be health conscious. Social media has become one of the media for education, starting from the abundance of information and opportunities for interaction and directions towards developing information into other links.

This campaign aims to help accelerate the dissemination of health message information as an effort to prevent the development and spread of COVID-19, minimize HOAKS information (fake news) related to COVID-19 circulating through social media, and increase community participation and empowerment. Also, according to the contents of the Health Communication Campaign message on Instagram. Based on the background above, researchers are interested in researching the Covid-19 Health Communication Campaign Through Instagram Social-Media at Telkom University Bandung.

So based on this description the researcher is interested in researching "Management of Public Relations Campaigns in the Prevention of Covid-19 Through Instagram Social Media at Telkom University Bandung.

The problem of the Covid 19 virus has become a very important problem that we have faced in the last two years, not only in Indonesia but has become a problem in all parts of the world. Various sectors were affected, starting from the economy, the wheels of government to educational activities. The educational activities that occurred caused face-to-face termination to be replaced by online system learning in computer networks, the internet and so on. Various efforts have been made by the government to prevent the rate of growth and spread of the Covid 19 virus, one of which is various health communication campaigns, this is the basis for the question in this research, how is the Covid 19 health communication campaign taking place in tertiary institutions, especially

at Telkom University Bandung.

This research discusses the Covid-19 health communication campaign through social media. Health communication according to (Liliweri, 2013). is a study that studies how to use communication strategies to disseminate health information that can influence individuals and communities so that they can make the right decisions related to health management Liliweri also said, health communication is a study that emphasizes the role of communication theory that can be used in research and practices related to health promotion and health maintenance.

Meanwhile, according to Van Dijk in Nasrullah (2015), social media is a media platform that focuses on the existence of users that facilitates their activities and collaborations. Because of that social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond. interprets the word social media as a convergence between personal communication in the sense of sharing between individuals (to be shared one-to-one) and public media to share with anyone without any individual specificity.

The focus of this research is on how the Covid-19 health communication campaign through social media focuses on the existence or existence and interaction between social media on the Instagram network @telkomuniversity and users, in this case followers or viewers who closely follow posts, especially about information about Covid-19.

B. THEORETICAL FRAMEWORK

1. Communication Theory by Harold D. Lasswell

Lasswell's communication model serves as a foundational framework, focusing on the elements of communication: Who (sender), Says What (message), In Which Channel (medium), To Whom (audience), With What Effect (impact). This theory guides the analysis of the planning and execution phases of Telkom University's Covid-19 prevention campaign on Instagram, examining how the messages were crafted, the choice of Instagram as the communication channel, and the intended impact on the university community and the broader audience.

2. Two-Step Flow Theory by Paul Lazarsfeld

Lazarsfeld's theory emphasizes the role of opinion leaders in influencing the broader audience. In the context of Telkom University's campaign, this theory aids in understanding how influential figures within the university community might have played a crucial role in disseminating and reinforcing the campaign messages. Identifying these opinion leaders and their impact helps assess the effectiveness of the campaign in reaching and mobilizing the target audience.

3. Technology Acceptance Model (TAM)

TAM, developed by Fred Davis, explores users' acceptance of technology. In the context of Instagram as the chosen platform, this model assists in evaluating the level of acceptance and engagement among the university community. Examining factors such as perceived ease of use and perceived usefulness of Instagram for accessing Covid-19 information contributes to understanding the effectiveness of the chosen social media channel.

4. Experiential Learning Theory by David Kolb

Kolb's theory focuses on the learning process through experience. This framework aids in analyzing how Telkom University utilized Instagram as an experiential learning platform. By examining user interactions, feedback, and participatory elements within the campaign, the study assesses the effectiveness of the campaign in creating a participatory and engaging learning experience for the audience.

In summary, the theoretical framework combines communication models, opinion leadership concepts, technology acceptance principles, and experiential learning theories

to comprehensively analyze Telkom University's public relations campaign management in preventing Covid-19 through Instagram social media. This multi-faceted approach aims to provide a nuanced understanding of the campaign's planning, execution, and impact on the university community and the wider audience.

C. METHODS

In order to gain a complete, in-depth and thorough understanding of the focus of this research, the researcher uses an interpretive paradigm with a case study approach. According to Ibrahim and Akhmad (2021), researchers who use an interpretive paradigm are interested in understanding the world as it is and describing communication subjectively from the perspective of informants.

The consideration of researchers using this qualitative approach is because researchers want to understand (how to understand) in depth what is being studied, not explain (how to explain) causal relationships as done by quantitative researchers. Another consideration is also wanting to fully explore the focus under study, not just looking at the pieces of focus being studied. Case study is research in which the researcher explores a particular phenomenon (case) at a time and activity (program, event, process, institution or social group) and collects detailed and in-depth information using various data collection procedures over a certain period. (Wahyuningsih, 2013)

In this study the research subjects were informants who were involved in policy holders in the Covid 19 health communication campaign at Telkom University Bandung. The determination of the informants for the researchers was based on the following criteria: Informants whom the researchers considered knew in depth about the focus being studied using the objective approach of key informants, meaning that informants were sought and obtained in line with research needs, and to obtain complete data, informants who supported the data were also sought. and information obtained from the first informant.

1. The first informants are those who have authority, namely as the person in charge/namely the social media manager at Telkom University Bandung who is conducting a Covid-19 health communication campaign.
2. The second informant is the Telkom University Bandung academic community consisting of lecturers, educators, and students as well as the general public who receive information on the Covid-19 health communication campaign through Telkom University Bandung social media.

The object of this research is Telkom University Bandung social media which provides information and education about the Covid-19 Virus, namely Instagram and Twitter accounts. The data collection technique used are participatory observation, deep interview, and documentation study. In this study, researchers used role observation, in which researchers made observations while participating in the activities observed. Researchers saw and observed the publication of the Covid-19 health communication campaign through social media. The interview is a dialogue to construct about people, events, organizations, feelings, motivations, demands, concerns and unanimity. Referring to Lincoln and Guba's opinion, researchers are trying to pursue and sharpen questions to informants about the content of the Covid-19 health communication campaign, social media used for co-19 health communication campaign activities, goals and targets for publicizing the Covid-19 health communication campaign through the media. social media, public response consisting of Telkom University Bandung academic community and the general public regarding the content of the Covid-19 health communication campaign and the effectiveness of the Covid-19 health communication campaign to increase information and knowledge about Covid-19 among the Telkom University Bandung academic community and the general public. This method is carried out by studying books, literature, and official documents as well as other sources that support research problems. This documentation study was conducted to obtain secondary data and the variables studied.

As it is known that qualitative data analysis is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, looking for and finding

patterns, finding what is important and what is learned and deciding what can be conveyed to the reader. As for the qualitative research data analysis, this was carried out in two stages, namely first, single data analysis and second, cross-site data analysis. The data that the researchers found, both from observations, interviews and documentation, were then analyzed starting from the data being reviewed, reduced, explained and inductively concluded through the stages of single data analysis and cross-site analysis.

At this stage, the researcher examines all data that has been collected from observations, interviews, and document reviews. Furthermore, in order to facilitate data analysis, in accordance with the format of qualitative research techniques, the analysis that researchers carried out was using the Analysis Interactive Model technique from Miles and Huberman which divided the analysis activities into four parts, namely: data collection, data reduction, data presentation, and drawing conclusions. or data verification.

Of the several data checking techniques that can be used, in this study the researchers determined two main techniques, namely extending participation and triangulation. First; Extending research time at Telkom University Bandung; researchers use this technique in order to find comprehensive and intact data related to the content of the co-19 health communication campaign, social media used for the co-19 health communication campaign activities, goals and targets of publicizing the co-19 health communication campaign through social media,

Second; in accordance with the principles of research including qualitative research, the researcher used two types of triangulation, namely triangulation of sources and methods. Source triangulation, the researcher conducts a temporary analysis by means of which the researcher always confirms it with new data/information obtained from other sources. Likewise, method triangulation, researchers do by using different methods in one context, for example adjusting the results of observations, interviews, and documents to one focus. At the same time, this technique can see more sharply the relationship (inter-relationship) between various data in qualitative data analysis.

Transferability; researchers carry out transferability which is a feature of qualitative research with the aim that other people can understand the results of this study, because they are written in a narrative manner so that there is a possibility to apply the results, the researchers make detailed, clear, systematic, and reliable reports about the covid health communication campaign -19 through social media conducted by Telkom University Bandung. If the reader gets a clear picture of "what kind of" the results of this research are, then they can be applied (transferability), and this report meets transferability standards. Therefore, the researcher tries to make a research report by involving various inputs from various parties, for example, especially supervisors, board of examiners, and lecturers at work as colleagues.

Data Dependability; Furthermore, the researcher carried out dependability in order to overcome errors in compiling the research conceptualization. The researcher conducted a dependability test, by auditing the entire research process that the researcher had done. Researchers do this in order to avoid that often a researcher does not carry out the research process in the field, but can provide data.

D. RESULTS AND DISCUSSION

The results and discussion of this study focus on the form, content and objectives of the Health Communication campaign through social media, especially Instagram @telkomuniversity, a persuasion effort for a health communication campaign that is continuously campaigned by Telkom University Bandung to the Academic Community of Telkom University Bandung and the general public. The discussion of the research is the result of data collection by means of participant observation, interviews and documentation, which are described in a qualitative descriptive manner. What will be discussed in this study is campaigns and communication, through social media and communication here the researcher wants to discuss health communication.

The Instagram social media at Telkom Bandung University was created in 2016 which was initially managed by students formerly known as Telkom Bandung University,

then taken over by the Telkom Bandung University Branding Team and managed professionally in March 2021 and changed its name to @telkomuniversity. Instagram @telkomuniversity reports about almost all the activities of the academic community starting from the achievements of the leadership starting from the rectorate to the faculties and activities and achievements of students, also reporting on all existing policies at Telkom University Bandung, especially from the rectorate because the @telkomuniversity Instagram network is managed under the leadership of Mr. Chancellor and Vice Chancellor III. Each will contain branding team news (posts) managed by the Coordinator.

The Instagram media chosen by the author is chosen for further research because it turns out that people are looking for access to information, one of which is health information through online media. strong with health knowledge and healthy lifestyle. In addition, disbursement of information can also provide social support; seekers may encounter other patients and learn from their experiences as they step in the search for information together (Meyer, 2007). Johnson (1997) argues about the importance of seeking information as a "survival tool" for decision making in care and in helping individuals seek health services.

Health communication is defined in various ways according to the goals to be achieved in the communication process. The purpose of health communication is to inform and influence individual or community decisions, seen in the definition provided by the New South Wales Department of Health, Australia: "Health communication is a key strategy to inform the public about health concerns and to maintain important health issues on the public agenda" (Schiavo, 2007:8).

On this occasion the researchers examined the health communication campaign on the Instagram social media @telkomuniversity, by selecting several posts which the researchers said supported the existence of health communication campaign activities in accordance with current government policies which are still in the category of dealing with the Covid-19 pandemic.

Form a Covid-19 Health Communication Campaign on Instagram @telkomuniversity

In a health communication campaign carried out by Telkom Bandung University in an effort to prevent the spread of the Covid-19 virus, at Telkom Bandung University using the social media network Instagram. Instagram is a social networking application platform that allows users to take photos, edit, apply digital filters, and upload them with various features, such as comment fields, and DM or Direct Message features that allow users to exchange messages.

According to research results in the field of social media, Telkom University Bandung has a branding team so that the forms and posts on Instagram are very interesting. In Emphasizing From the results of interviews with the Telkom University Bandung branding team that before posting, first verify through the head of the Promotion team and the Telkom University Bandung publicity team. So that the posts and forms on Instagram @telkomuniversity as a whole are stated to be interesting.

Content of the Covid-19 Health Communication Campaign on Instagram @telkomuniversity

Every communication campaign activity contains at least four things, namely campaign actions aimed at creating a certain effect or impact, a large number of target audiences, concentrated in a certain period of time, and through a series of organized communication actions. Campaigns also have other characteristics or characteristics, namely a clear source, who is the initiator, designer, conveyer as well as the person in charge of a campaign product (campaign makers), so that each individual who receives a campaign message can identify and even evaluate the credibility of the source of the message at any time. In addition, campaign messages are also open for discussion, even the main ideas underlying the campaign are also open for criticism.

All actions in campaign activities are based on the principle of persuasion, namely inviting and encouraging the public to accept or do something that is recommended on a voluntary basis. Thus the campaign in principle is an example of real persuasion. "Campaigns generally exemplify persuasion in action". (Venus, 2012: 7).

In creating Instagram social media content, Telkom University Bandung. Quoting from interviews with academic informants, there are several things that must be considered, namely:

- a. Issues that are going viral.
- b. News suitability.
- c. Align according to the vision and mission of Telkom Bandung University and the parent organization.

Targets and Goals of the Covid-19 Health Communication Campaign on Instagram @telkomuniversity

Ratzan in (Liliwari, 2011) explains that what is meant by health communication is a partnership process between participants based on a two-way dialogue in which there is an interactive atmosphere, there is an exchange of ideas, there is an agreement regarding the unity of ideas about health, it is also a technique from the sender and receiver to obtain information about balanced health in order to renew mutual understanding

- a. **Health Communication Objectives**
The main objective of this health communication is to change health behavior towards targets that are more conducive so that it is possible to increase health status as an impact of the health communication program.
- b. **Benefits of Health Communication**
In detail, the communication function should also ideally be properly planned, regarding how to achieve a certain goal and what communication methods are appropriate to apply (WHO, 2017). The following is an example of the communication model implemented in the World Health Organization (WHO) and the specific objectives that will be achieved through certain communication techniques:
 - 1). Input, There are several things that need to be prepared to maximize communication goals can be achieved optimally. These preparations include; parties or people involved in a communication team, skills in communication skills and the funding needed to support this.
 - 2). Designing a message model that will be used to suit each target audience to be addressed.
 - 3). Output, consisting of the expected results of the second stage. The results of this communication product can be in the form of posters that will be used for dissemination, as well as media that will be used for presentation of information, such as organizational websites or website links linked to an organization's website.
 - 4). Outcomes, is the second stage of outputs, namely the expected results after the administration of health communication interventions. These results are in the form of changes in the behavior of the local community after receiving certain health information, increasing public knowledge and shifting negative attitudes to positive ones.
 - 5). Impacts, where this is a long-term measurement criterion that requires routine and continuous treatment of the previous stages of communication.

Health Communication Program

The health communication program (Health Communication for Child Survival) took place in 1978-1995 which applied a social marketing framework to achieve behavior change, drawing connections from various fields such as marketing, communication, behavior analysis, non-formal education, and health anthropology. Technical assistance was

provided in the application of this method in more than 40 countries with funding from USAID and support from various international, regional agencies, NGOs and private institutions such as WHO, UNICEF, SEAMEO, Save The Children and others. This health communication method was developed as a set of practical steps and field-testing tools that can be used by health and social communication practitioners in developing countries. The health communication program consists of five steps, namely:

- a. **Assessment**
Assessment is the first step of the health communication program. At this stage what is done is to analyze the health problem situation and the audience profile. Systematic efforts must be made to identify the problem to be addressed by collecting basic data, formulating the problem, finding the root cause, and prioritizing the problem.
- b. **Plan**
After the assessment stage has been carried out, the next stage is setting objectives, designing messages, and selecting media. Of course, these activities are adjusted to the results of the problem analysis and audience characteristics that have previously been carried out. In selecting the media must be based on the results of research to obtain information on matters such as cost, reach, and influence of the media on the target group.
- c. **Pre-test**
Pre-test is testing draft materials or concepts and messages to representatives of the target audience before the materials are produced in their final form. The communication materials that should be tested are media, communication channels, concepts, products and product ideas, packaging, symbols and slogans. The pre-test or trial stage aims to avoid mistakes and ensure that the materials and media that have been developed can attract the attention and be accepted by the target group.
- d. **Deliver Message**
Communication materials that have been improved based on the trial results are then distributed to the audience. After the pre-test phase, trials of communication material were carried out and prior to delivering the message more broadly, training became an activity that bridged the two processes.
- e. **Monitor (Evaluation)**
Monitoring activities are thorough studies, supervision activities, and utilization of findings to improve program implementation. The monitoring or monitoring phase is carried out to obtain information about deficiencies or errors that may occur in the health communication stage. Information on monitoring results should be obtained in a timely manner so that corrections can be made as soon as possible while the health communication program is ongoing. The components monitored in the implementation of monitoring are logistics, interim effects (knowledge, reactions), behavior change, and health status improvement.

Components in Health Communication

The health communication component is no different from the communication component in general. Communication is not only limited to sending messages, feedback or responses from the recipient of the message indicate that communication can occur only if certain components are met. Communication is also a process that will not work well of course if it does not fulfill these components.

According to Lasswell (in Dedy Mulyana, 2011), the components of communication are:

- a. **communicator.**
In health communication, the communicator is the person or health institution that conveys the message.
- b. **Communicate.**

In health communication, the term communicant is the person who receives the message. The communicant can be a community that is given socialization.

c. Message.

In health communication, messages are statements that are supported by symbols that have meaning.

d. Media.

Media in health communication is a means or channel that supports the process of delivering messages.

e. Effect.

The effect on health communication is the impact or effect caused by the message. Effect or impact is our achievement in conveying the message.

Researchers asked several questions such as:

- a. Targets and Goals of the Health Communication Campaign conducted by the University through social media Instagram @telkomuniversity (act as a communicator)
- b. The importance of health protocols in the pandemic era, the majority answered posts on Instagram @telkomuniversity
- c. Satisfaction and effectiveness of the messages trying to be conveyed by Telkom Bandung University as the messenger (communicator)
- d. The effectiveness of health communication messages about the pandemic

From the several questions the researchers asked respondents to outline about the Health Communication Campaign in dealing with the Covid-19 Pandemic conducted by Telkom University Bandung, the researchers analyzed that the campaign had been quite successful.

E. CONCLUSION

The research conducted by this researcher is research on health communication campaigns. The researcher determines the title "Health Communication Campaign Through Social Media", a descriptive study of the use of the Instagram social media network in dealing with the Covid-19 pandemic.

The results of the research presented are the results of qualitative descriptive research methods. With data collection techniques through participant observation, interviews and documentation. As well as using Miles and Huberman's technical data analysis. The researcher researched the social media Instagram @telkomuniversity as the object of this study, this Instagram social media is managed by the Telkom University Bandung branding team under the Rector, while the subject of this research is the branding team manager, the person in charge of social media is as an academic informant and an expert informant, namely the Team Telkom University Bandung Covid task force.

The theory that the researcher takes is the theory about the campaign from Venus and the theory of communication taken from Laswell, which explains the media in health communication as a means or channel that supports the process of conveying messages, which consists of communication components, namely; Communicators, Communicators, Messages, Media and Effects. There are two media in health communication, namely interpersonal and group media (channels).

Researchers focus on Instagram social media campaigns at Telkom University Bandung, this study aims to continue the Covid-19 Health Campaign during a pandemic so that it can have a positive effect on students and the wider community in tackling covid 19 in the city of Bandung, Telkom University Bandung in dealing with the Covid-19 pandemic. These 19 have done various ways, one of which is conducting health communication campaigns which are continuously echoed on Instagram social media:

This research answers research questions about how the campaign works

1. Telkom University Bandung's Instagram social media health communication campaign has fulfilled the applicable norms.

2. Telkom University Bandung's Instagram social media content, before posting, first re-verifies according to relevant sources. After verifying, just uploading (content) on Instagram social media. Telkom University Bandung.
3. In its broad target or target for the people of Bandung City and the main thing is for Students and Lecturers, Employees (Academicians) to continue to maintain health protocols during the Covid-19 pandemic.

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