

An Analysis of Followers' Reception of BPJS Kesehatan's Instagram as a Source of Health Insurance Information

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DOI : <https://doi.org/10.61796/icossh.v2i2.467>



Sections Info

Article history:

Submitted: June 15, 2025

Final Revised: July 01, 2025

Accepted: August 11, 2025

Published: September 24, 2025

Keywords:

Reception

BPJS Health

Instagram

Encoding-Decoding

Public Communication

ABSTRACT

Objective: This study aims to analyze followers' reception of the BPJS Kesehatan Instagram account as a medium for disseminating information on the National Health Insurance (JKN) program. **Method:** A descriptive qualitative approach was employed using Stuart Hall's encoding-decoding theory, with data collected through in-depth interviews with ten active followers of the @bpjskesehatan_ri account and content observation throughout 2024. **Results:** The findings show that most informants occupy a dominant-hegemonic position, accepting the messages as intended, while smaller groups demonstrate negotiated or oppositional readings. Notably, 80% of participants were based in East Java, with 60% from Sidoarjo Regency, indicating that geographic context shapes message interpretation. Although reception was generally positive, criticisms emerged regarding the use of technical language and limited interactivity, suggesting the need for more accessible and engaging communication. **Novelty:** This study provides new insights into how geographic and linguistic factors influence audience reception of digital public communication, emphasizing the importance of localized and interactive strategies in enhancing the effectiveness of social media use by public institutions.

INTRODUCTION

The Internet has become an essential element in the lives of the global population, including in Indonesia. In addition to functioning as a source of information, it is also widely utilized as a medium of communication [1]. According to data from the Ministry of Communication and Information Technology (2024), the number of Internet users in Indonesia has reached 220 million, placing the country 11th globally. This achievement is attributed to the high demand among individuals to access a wide range of information and applications through various internet-connected platforms, particularly social media.

The Minister of Communication and Information Technology, Budi Arie Setiadi, stated that 95% of internet users in Indonesia utilize their access to visit social media platforms [2]. Social media refers to online platforms that enable social interaction between individuals in the digital space. [3] defines social media as an Internet-based platform that provides users with opportunities to express themselves, interact, collaborate, share, and communicate with others. This facilitates the formation of social relationships in the digital realm. Within the context of social media, three core aspects reflect users' social activities: cognition (recognition), communication, and cooperation.

According to the We Are Social survey (2024), the most popular social media platforms among Indonesian Internet users aged 16 to 64 include WhatsApp, Instagram, Facebook, TikTok, Telegram, Twitter, Facebook Messenger, Pinterest, Snack Video, and

LinkedIn. The usage percentages are as follows: WhatsApp ranks first with 90.9% of users, followed by Instagram (85.3%) and Facebook (81.6%). TikTok comes next with 73.5%, followed by Telegram (61.3%), Twitter (57.5%), and Facebook Messenger (47.9%). Meanwhile, Pinterest and Snack Video recorded 34.2% and 32.4% respectively, while LinkedIn ranked lowest with 25% of users [4].



Figure 1. BPJS Kesehatan's Instagram account

Instagram is one of the major innovations in social media, ranking second in global user numbers after WhatsApp. Since its launch in 2010, Instagram has experienced rapid growth, reaching over 2.4 billion active users by 2024 [5]. The platform's popularity has been leveraged by various institutions, including government organizations such as BPJS Kesehatan of the Republic of Indonesia, to reach the public more effectively. This strategy aligns with BPJS Kesehatan's significant achievements. As of April 2025, the number of participants in the National Health Insurance (JKN) program reached 224.1 million people, covering 79.58% of Indonesia's total population of 281.6 million [6].

The official Instagram account of BPJS Kesehatan (@bpjskesehatan_ri) serves as a strategic digital communication tool for delivering up-to-date information on healthcare services, flagship programs, and educational content related to the National Health Insurance (JKN) program. By utilizing interactive features such as Instagram Stories, Reels, and Feeds, BPJS Kesehatan presents engaging content that enhances direct user engagement, positioning the platform as a vital component of digital public service delivery. According to 2025 data, BPJS Kesehatan's Instagram account has 1.5 million followers, with peak viewership reaching an average of 25.6 thousand viewers. In comparison, the BPJS TikTok account has 222.2 thousand followers, while Facebook and YouTube have 356 thousand and 74.6 thousand subscribers respectively, although with lower engagement rates. These figures indicate that BPJS Kesehatan's Instagram holds the highest number of followers among its official social media platforms.

A previous study titled "The Influence of News on the Surge of COVID-19 Cases on the Instagram Account of the Ministry of Health (@kemenkes_ri) on the Vaccination Interest of Its Followers" conducted by [7] demonstrated that social media – particularly Instagram – plays a significant role in fulfilling public information needs related to COVID-19. The study revealed that both the high intensity of social media use and the quality of information presented on the @kemenkes_ri account significantly contributed

to shaping followers' understanding and responses to health issues. The content was perceived as relevant, credible, and easy to understand, thereby increasing public trust in health-related messages delivered by the government via social media. These findings affirm that social media can serve as a strategic tool for the effective dissemination of public health information.

Another study titled "The Influence of Instagram @humasbdg Social Media Usage on the Fulfillment of Followers' Information Needs" conducted by [8], found that the use of the Instagram account @humasbdg had a significant effect on fulfilling the information needs of its followers. This was demonstrated through a t-test result ($t\text{-value} = 15.002 \geq t\text{-table} = 1.984$; $\text{sig.} = 0.000 < 0.05$), indicating that the alternative hypothesis (H1) was accepted. A simple linear regression analysis showed a positive relationship between social media usage (X) and information needs (Y), with the regression equation $Y = 0.331 + 0.476X$. Furthermore, the coefficient of determination test revealed that the @humasbdg Instagram account contributed 69.72% to the fulfillment of followers' information needs, while the remaining 29.28% was influenced by other factors not examined in this study.

Another study with a similar object of analysis but a different methodological approach was conducted under the title "The Phenomenon of Online Confession on @cerminlelaki on Instagram" by [9]. This research involved the owner of the @cerminlelaki account as the subject, while the object of study was its followers who used the platform to share personal confessions online. The interview results revealed that confiding through the @cerminlelaki account provided individuals with a space to express themselves regarding sensitive issues that are often difficult to share directly with others. These confessions were submitted anonymously, enabling the account owner to maintain the confidentiality of users' identities while offering a safe environment for men to share their stories. The presence of @cerminlelaki illustrates that the act of confiding is not limited to women but is also relevant and necessary for men.

A prior study by [10], titled "Reception Analysis of Millennial Followers of @indonesiafeminis in Interpreting Feminist Literacy Content", aimed to examine how followers of the @indonesiafeminis account interpreted feminist literacy content. The findings revealed that the five informants exhibited varied levels of acceptance and interpretation of the content. Meanwhile, another study by [11], titled "Audience Reception of Habib Husein Jafar's Personal Branding on the YouTube Channel 'Jeda Nulis'", showed that the majority of viewers accepted Habib Husein Jafar's personal branding. Three informants were positioned within the dominant-hegemonic reading, while one informant took a negotiated stance.

This study shares similarities with previous research in its application of reception theory to understand how audiences interpret content presented on social media, particularly Instagram. As with earlier studies that analyzed audience reception toward themes such as clubbing lifestyles, urban information, online confessions, feminist literacy, and personal branding, this research also explores how Instagram users receive and interpret messages conveyed by a specific account. However, the distinction lies in the research object and context. While prior studies predominantly focused on aspects of

lifestyle, identity, and social issues, the present study emphasizes how information related to health insurance, as disseminated by the BPJS Kesehatan Instagram account, is understood by its users. Furthermore, this study examines the extent to which such content raises public awareness about the National Health Insurance (JKN) program – an area that remains underexplored in existing literature.

This study aims to present a distinct reception analysis by focusing on how BPJS Kesehatan users interpret health insurance information disseminated through the Instagram account @bpjskesehatan_ri. In addition to evaluating the followers' positions – dominant, negotiated, or oppositional – the research also seeks to understand the extent to which social media content enhances users' awareness and understanding of health insurance services. Through this approach, the study intends to address a gap in the existing literature, particularly in the context of audience reception analysis related to public health services delivered via social media platforms.

Stuart Hall's encoding-decoding theory is employed as the analytical framework in this study to explore how millennial women who follow the @cerminlelaki Instagram account receive and interpret the online confession content presented. This theory serves as the theoretical foundation for understanding the processes of message production, distribution, and reception. The encoding-decoding model emphasizes that texts can be interpreted in various ways by individuals during the reception process, meaning that the understanding of a message is inherently relative, and no interpretation is entirely incorrect [12]. Furthermore, the theory highlights how individuals comprehend and assign meaning to the texts they consume.

The encoding-decoding model views followers as having an equal role to that of message producers [13]. While producers create messages, followers possess the ability to interpret or reconstruct the meaning of those messages. Simply put, encoding refers to the process of producing, constructing, and framing reality – often based on dominant ideologies or in support of hegemonic values [14]. Conversely, decoding refers to the process of interpreting and reproducing messages [15]. According to Hall's concept, each stage in this process is interconnected, where the message formed at the final stage indirectly reflects elements from the initial stage of production. However, each stage remains independent, allowing them to be analyzed separately [16].

Hall argues that audience reception cannot be generalized, as each individual interprets messages in their own unique way. In this context, Hall made a significant contribution to the study of mass media by introducing an analytical approach that centers on the perspective of the audience [17]. Following his deconstruction of television discourse, Hall classified audience positions into three categories [18]:

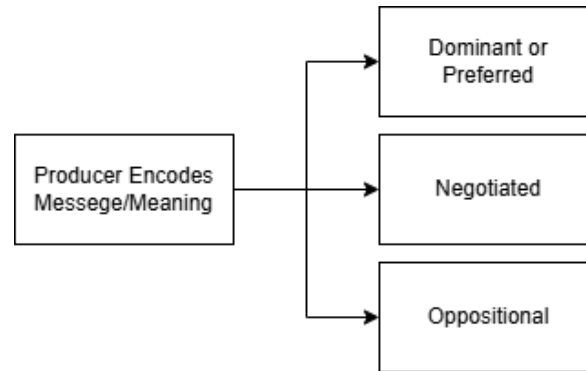


Figure 2. Diagram of Stuart Hall's Reception Process
(as cited in Storey, 1996, p.10)

Stuart Hall classified audience positions in interpreting media messages into three categories [19]:

1. **Dominant (hegemonic) reading:** Followers fully accept the encoded messages, including the values, attitudes, beliefs, and assumptions embedded within the content. They interpret the message exactly as intended by the producer, without questioning or altering its meaning.
2. **Negotiated reading:** Followers generally accept the dominant codes of the message but reinterpret or modify certain aspects to better fit their personal experiences, social positions, or interests. This reading reflects partial agreement combined with selective resistance.
3. **Oppositional reading:** Followers reject the dominant codes and meanings conveyed in the message. Instead, they construct an alternative interpretation that challenges or contradicts the intended meaning based on their own ideological standpoint.

RESEARCH METHOD

This study adopts a qualitative descriptive approach using reception analysis as its primary method. The research is grounded in the constructivist paradigm, which emphasizes an alternative view on the importance of observation and objectivity in understanding reality within the realm of science [20]. This paradigm is chosen as it aligns with the objective of the study: to explore and describe how users of BPJS Kesehatan respond to the national health insurance program communicated through content shared on the Instagram account @bpjskesehatan_ri.

According to Stuart Hall, the reception analysis method focuses on examining meaning-making processes, message construction, and followers' experiences in interacting with media texts [21]. This approach seeks to understand the underlying reasons behind the varied interpretations of media messages, to identify the psychological and social factors influencing these interpretations, and to assess potential social impacts that may arise [22]. The theory emphasizes the process of decoding, which

refers to how individuals interpret and make sense of the media content they consume. In this study, the researcher analyzes content related to health insurance posted by the Instagram account @bpjskesehatan_ri, focusing specifically on posts published throughout the year 2024.

The informants in this study were followers of the Instagram account @bpjskesehatan_ri, selected using a purposive sampling technique. This technique is a non-probability sampling method in which sample members are selected based on the researcher's subjective judgment, as described by Sugiyono in the study by [23]. Informants were chosen based on the following criteria:

1. Active BPJS Kesehatan participants - Registered users of the BPJS Kesehatan program.
2. Followers of @bpjskesehatan_ri - Individuals who follow the official Instagram account of BPJS Kesehatan.
3. Active engagement - Users who have liked, commented on, or shared content from the account.
4. Diverse backgrounds - Informants were selected from a variety of age groups, genders, and educational levels.
5. Willing to be interviewed - Individuals who agreed to participate in the study and share their perspectives.

Based on these criteria, the researcher selected ten informants who met the requirements for participation in this study.

The data collection techniques employed in this study included observation, interviews, and documentation [24]. Observation was conducted by monitoring each post published on the official Instagram account of BPJS Kesehatan (@bpjskesehatan_ri) throughout the year 2024, in order to understand the patterns of health insurance information dissemination. In addition, interviews were conducted with key informants who were active BPJS Kesehatan users and followers of the account, to gain deeper insight into their reception of the presented content. Supporting informants were also interviewed to obtain additional perspectives on audience interaction and interpretation of the conveyed messages.

All data obtained from the interviews were validated using triangulation techniques to ensure the credibility and objectivity of the research findings. Furthermore, data verification was carried out through the member checking technique, in which the interview results were reconfirmed with the informants to ensure data accuracy. As stated by William Wiersma [25], member checking is a data verification process that compares the collected information with informants' statements to determine the extent to which the data reflect their actual views.

In this study, the member checking process involved revisiting the informants and conducting discussions to verify the alignment between their opinions and the data obtained during observation and interviews. This process aimed to ensure that the data collected were valid before being analyzed further. In addition, data reduction was performed to filter relevant information from the observations and interviews related to

content on the Instagram account @bpjskesehatan_ri, thereby facilitating data presentation and the formulation of final research conclusions.

RESULTS AND DISCUSSION

Results

BPJS Kesehatan's Instagram account (@bpjskesehatan_ri) has served as a vital platform for disseminating information about the National Health Insurance (Jaminan Kesehatan Nasional – JKN) program since its initial launch in 2015. However, in its early stages, the account faced challenges in capturing the attention of its followers. The content initially focused heavily on technical information related to health services, presented in a rather monotonous and unengaging manner for most users. This approach resulted in low user interaction and engagement, especially considering that social media platforms prioritize visually appealing and interactive content.

Over time, BPJS Kesehatan began to improve its communication strategy by utilizing various interactive features offered by Instagram, such as Stories, Reels, and Feeds. By adopting more engaging content formats—such as easy-to-understand infographics, educational videos, and user testimonials—the organization aimed to build a more dynamic relationship with its followers. These changes were intended to raise public awareness of the JKN program and to provide more accessible and beneficial information to a broader audience. The use of diverse content types is expected to facilitate easier access to healthcare-related information for the general public.

Nevertheless, despite these significant improvements in content delivery, challenges remain in ensuring that the information is effectively received by all followers. Some users may still perceive the content as overly technical or not sufficiently applicable to their daily lives. Therefore, BPJS Kesehatan must continue to innovate in creating content that is not only engaging but also easier to understand and more relevant to the everyday needs of its audience. With a more inclusive approach, it is hoped that the content will be more effective in increasing public awareness and understanding of the importance of the health services provided through the JKN program.

In this study, the informants consisted of followers of the BPJS Kesehatan Instagram account who actively interacted with published content through likes, comments, or shares. Informants were selected using purposive sampling based on specific criteria, such as being active JKN participants, following the official Instagram account (@bpjskesehatan_ri), and being willing to participate in interviews. Additionally, the informants represented diverse backgrounds in terms of age, gender, status, and domicile, providing a more comprehensive perspective on public perceptions of BPJS Kesehatan's Instagram content. The following table presents the informants' profiles, including name, age, gender, status, and domicile, which serve as key variables for further analysis.

No.	Informant Name	Age	Gender	Occupation	Domicile
1.	M. Wahid Masyhudi	24	Male	Employee	Sidoarjo
2.	Faisal Irsandi	24	Male	Student	Tuban
3.	Helmi Faiz A.	25	Male	Employee	Trenggalek
4.	Ivan Hudi	33	Male	Employee	Trenggalek
5.	Mohammad Abduh	31	Male	Employee	Sidoarjo
6.	Taufiq Ismail	24	Male	Employee	Bojonegoro
7.	Hamsyah Mustofa	32	Male	Employee	Mojokerto
8.	Tino Destian	23	Male	Student	Sidoarjo
9.	Haidar Putra Pratama	20	Male </td <td>Employee</td> <td>Jakarta</td>	Employee	Jakarta
10.	Ahmad Ade S.	35	Male	Employee	Jepara

In conducting this research, the researcher also presented several selected contents to observe how the informants received and interpreted the messages displayed, particularly those related to BPJS Kesehatan. The content included the following topics:



Figure 3. Content from the @bpjskesehatan_ri Instagram account



Figure 4. Content from the @bpjskesehatan_ri Instagram account

Based on the results of in-depth interviews that have been synthesized, the decoding of messages from followers' reception of the @bpjskesehatan_ri Instagram account reveals that the interpretation of messages is influenced by four key indicators:

The first indicator in the reception process is perception. Perception is an individual's process of interpreting sensory impressions to understand their environment. Various factors influence perception, including personal characteristics or observations such as attitude, motivation, interests, experience, and expectations; situational factors such as timing, workplace conditions, and social context; and target-related factors such as novelty, motion, sound, size, background, affinity, and similarity. Perception is also one of the most important psychological aspects that determines an individual's response to environmental phenomena.

In this study, the researcher asked the informants how they first discovered the BPJS Kesehatan Instagram account (@bpjskesehatan_ri). The responses varied. For instance, Informant Muhammad Wahid Masyhudi stated that he first learned about the account through a recommendation from a friend on social media. Informant Helmi Faiz Amanullah came across BPJS Kesehatan content via his Instagram homepage, while Informant Ivan Hudi mentioned that he encountered the account through advertisements appearing on Instagram. Although their initial encounters with the account differed, almost all informants responded positively and acknowledged that they had become aware of and followed the BPJS Kesehatan Instagram account. This indicates that their initial perception of the BPJS Kesehatan account successfully fostered awareness and interest in learning more about the JKN program.

Following perception, the next stage in the reception process is cognition. Cognition refers to an individual's activity in reflecting, making connections, and ultimately making decisions. To explore the informants' cognitive responses to the BPJS Kesehatan Instagram account (@bpjskesehatan_ri), the researcher asked about their interest in the account and the reasons why they chose to follow the information provided. The responses varied across informants.

Informant Muhammad Wahid Masyhudi stated that he was interested in following the BPJS Kesehatan account to learn about the various health services offered by BPJS and to better understand the claim procedures. Informant Helmi Faiz Amanullah explained that he follows the account because the uploaded content is highly relevant to his daily life, particularly regarding the benefits of health services and the rights of JKN participants. Informant Taufiq Ismail expressed interest in the educational health content, which he found easy to understand, and he wanted to learn more about the improvements in BPJS services. Meanwhile, Informant Ivan Hudi focused on information related to the Mobile JKN application, as he found the app to be very practical and helpful in accessing BPJS services without the need for direct, in-person interactions.

With these differing thoughts, each informant demonstrated greater interest in content that aligned with their individual needs, whether it pertained to basic information about BPJS, claim procedures, or digital access convenience such as the Mobile JKN application. This illustrates how the informants' cognition evolved after

receiving information from the BPJS Kesehatan Instagram account, ultimately motivating them to follow the account to obtain more insights related to healthcare services.

The third indicator in the reception process is preference. Preference refers to an individual's tendency to choose something they perceive as better or more suitable for their needs when making decisions. It also reflects an individual's evaluative perspective in comparing one piece of information or service with another. In this context, the public can access both the official BPJS Instagram account managed by the Indonesian Government and local branch accounts (city or regency-based).

Based on the interview results, the majority of informants stated that they preferred the official Instagram account of BPJS Kesehatan of the Republic of Indonesia (@bpjskesehatan_ri) over regional accounts such as @infojkn.sby or @seedarjokuy. The central account was considered more credible, offered more comprehensive information, and regularly provided updates regarding JKN policies and services. Informant Ivan Hudi mentioned, "Content from the central account appears more frequently on my feed and directly addresses the things I need, such as contribution information and new policies." Meanwhile, informant Taufiq Ismail acknowledged, "The content from @bpjskesehatan_ri feels more organized, clear, and easy to understand – especially the ones using infographics."

Discussion

However, several informants such as Mohammad Abduh and Hamsyah Mustofa criticized the language style of the central account, which they considered too technical and rigid. Abduh stated, "Sometimes the language sounds like an office announcement rather than a conversation with the public," while Hamsyah noted, "The information is too dense, and the medical terms are hard to understand."

When compared to branch accounts such as @infojkn.sby or @seedarjokuy, some informants felt that these local accounts were less optimal in terms of content accessibility. Informant Helmi Faiz Amanullah remarked, "The central account is more comprehensive, whereas the branch accounts have a narrower scope, mostly showing local agendas." Nevertheless, there were also expectations for the central account to be more responsive to user comments or questions. As expressed by informant Haidar Pratama: "The content is good, but there's often a lack of two-way interaction." Overall, follower reception indicated that the central account was more reliable as the main source of information, yet there remains a need for a more humanistic and interactive communication approach to reach broader segments of society, including the younger generation.

Following the preference stage, the next indicator in the reception process is interpretation. Interpretation refers to the ability to decode and understand the meaning of a message. In this case, the audience or followers of the BPJS Kesehatan Instagram account actively participate in interpreting the messages delivered and assign meaning to them based on their personal experiences and knowledge.

In interviews with informants regarding the content posted by the BPJS Kesehatan account – especially those related to healthcare services and JKN benefits – most

informants provided interesting interpretations. For example, informant Muhammad Wahid Masyhudi expressed that he felt more confident accessing BPJS healthcare services after gaining a clearer understanding of the claim procedures explained in the content. Meanwhile, informant Ivan Hudi found that information delivered through the Mobile JKN content greatly facilitated his ability to manage healthcare services digitally without the need for face-to-face interaction.

Other informants, such as Helmi Faiz Amanullah, interpreted the messages delivered by BPJS Kesehatan as practical and useful information for daily life. However, some also felt that overly technical content sometimes made it slightly difficult to understand certain procedures. Meanwhile, informant Mohammad Abduh interpreted that although the information provided was highly useful, the message delivery should be simplified so that people from all backgrounds could comprehend it more easily. Despite these varying interpretations, the informants chose to continue following the BPJS Kesehatan account because they felt the content still provided tangible benefits in understanding their rights as JKN participants.

Based on the data, the audience's reception positions can be categorized as follows:

1. **Dominant-Hegemonic:** Informants in this category fully accept the messages conveyed by the BPJS Kesehatan Instagram account and utilize them as intended by the message producers. There are six informants in this position: Wahid, Ade, Haidar, Ivan, Taufiq, and Tino. They exhibit strong trust in the credibility of the official account and find it helpful in understanding their rights and responsibilities as JKN participants.
2. **Negotiated:** This group generally accepts most of the content shared by BPJS Kesehatan but adapts their understanding based on personal experiences or specific informational needs. They recommend simplification of language and improvement in two-way communication. Informants in this category include two individuals: Faisal and Wahid. While Wahid aligns with the dominant-hegemonic position in terms of interpretation, he demonstrates a negotiated stance regarding perception and preference.
3. **Oppositional:** Informants in this position actively reject or criticize the conveyed messages. They perceive the content as overly technical, insufficiently communicative, and lacking in addressing the specific needs of the public. The BPJS Instagram account is seen more as a formality than an effective communication channel. This category consists of two informants: Abduh and Hamsyah, particularly in terms of perception and interpretation.

A previous study conducted by Purworini and Lestiyanti titled "The Influence of the Surge in Covid-19 Case News on the Instagram Account @kemenkes_ri on Followers' Vaccination Interest" [7] revealed that social media, particularly Instagram, plays a significant role in shaping public understanding and response to health issues by providing relevant, trustworthy, and easily digestible information. These findings are in line with the present research, in which the BPJS Kesehatan Instagram account is perceived as a credible public information source by the majority of informants,

especially those in the dominant-hegemonic position. They reported that the content shared by @bpjskesehatan_ri enhanced their understanding of their rights and responsibilities as JKN participants and assisted in making informed decisions regarding healthcare services.

Similar alignment is evident in the findings of Sutrisno and Mayangsari in their study "The Influence of Instagram @humasbdg Use on Fulfilling Followers' Information Needs" [8], which indicated that the intensity of use and quality of information from public institution Instagram accounts significantly affect audience information fulfillment (with a contribution rate of 69.72%). These findings support the argument that perceptions of information quality and content consistency contribute to message reception levels. In this context, the BPJS Kesehatan Instagram account is positively received by the majority of informants, who view its content as informative and easily accessible, although critical notes from negotiated and oppositional groups remain regarding the language style and lack of interactivity.

In conclusion, this study affirms that official social media accounts of public institutions are not merely one-way communication channels but have the potential to transform into interactive spaces capable of meeting the public's informational needs – provided they are managed with a communicative approach, engaging visuals, and adaptive content tailored to digital audiences.

CONCLUSION

Fundamental Finding : This study concludes that the BPJS Kesehatan Instagram account effectively serves as a medium for disseminating information on JKN services, with the majority of informants positioned in the dominant-hegemonic category and demonstrating positive message reception, particularly concentrated in East Java and notably in Sidoarjo Regency. **Implication :** These results underscore that public acceptance of digital health communication is influenced not only by the clarity and relevance of information but also by geographical context and users' direct experiences with BPJS services, suggesting the need for localized and culturally responsive strategies in social media engagement. **Limitation :** The study is limited by its small sample size, narrow geographical representation, and exclusive focus on a single social media platform within a specific timeframe, restricting the generalizability of its findings. **Future Research :** Further studies should expand participant diversity across regions, integrate multiple digital platforms, and adopt mixed-method approaches to provide a more comprehensive understanding of audience reception and the broader effectiveness of BPJS Kesehatan's digital communication strategies.

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