UTILIZATION OF INSTAGRAM FOR THE DISSEMINATION OF LUPUS INFORMATION: AN ANALYSIS OF THE FOUR PILLARS OF SOCIAL MEDIA STRATEGY

Mochammad Arifin Nafi [a*)], Lukman Hakim [a)]

[a)] *Program Studi Ilmu Komunikasi, Universitas Ahmad Dahlan, Yogyakarta, Indonesia*

[*)]*Corresponding Author: 2200030051@webmail.uad.ac.id*

Abstract. Systemic Lupus Erythematosus (SLE) is a chronic autoimmune disease that continues to face challenges in health literacy, social stigma, and limited psychosocial support for survivors. In the context of digital public communication, social media has emerged as a strategic platform for health organizations to disseminate information, foster audience engagement, and facilitate community support. This study aims to analyze the digital health communication strategy implemented by the Indonesian Lupus Foundation through its Instagram account, @yayasanlupusindonesia. The analysis is grounded in Safko and Brake's Four Pillars of Social Media Strategy framework (education, communication, collaboration, and entertainment) and supported by Social Support Theory (Sarafino & Timothy) to examine the relational and affective dimensions of audience interaction. This research employs a descriptive qualitative approach supported by quantitative content analysis. The dataset consists of 49 Instagram posts published between August 2 and October 15, 2025, along with audience comments collected through a scraping process. The findings indicate that the foundation's communication strategy extends beyond medical information delivery by integrating dialogical, collaborative, and empathetic approaches. The communication pillar demonstrates the highest engagement level, while the education pillar shows strong information dissemination capacity. Comment sentiment analysis reveals the dominance of emotional and validation support, positioning Instagram as a digital social support environment for individuals living with chronic illness. These findings reinforce the relevance of the Four Pillars framework within the context of digital health communication and highlight the importance of integrating informational, relational, and affective dimensions in social media strategies for non-profit health organizations.

Keywords: digital health communication, social media strategy, lupus, non-profit organization, Instagram, social support.

I. INTRODUCTION

Systemic Lupus Erythematosus (SLE) disease or better known as Lupus, may sound foreign to our ears than HIV/AIDS or Dengue hemorrhagic fever[1]. However, lately the number of sufferers has shown an alarming increase. Lupus epidemiological data in Indonesia is not comprehensive[2]. The Indonesian SLE Association (PESLI) recorded an average incidence of new Lupus cases from eight hospitals in Indonesia at 10.5% in 2016. This data provides an initial overview of the distribution and increase of Lupus cases in the country, although it does not cover all regions[3]. The Indonesian Lupus Foundation (YLI) was founded on April 17, 1998 by Tiara Savitri with the main goal of raising public awareness about lupus and providing support for lupus sufferers and their families[4]. The foundation was formed in response to the lack of information and understanding about lupus in Indonesia, a chronic autoimmune disease that can affect various organs of the body[5]. In delivering information, the Lupus Indonesia Foundation uses social media platforms, one of which is Instagram[6]. According to a survey conducted by The Global Statistics, social media users in Indonesia show that the number of users is very large[7]. Instagram users alone reached more

than 173.59 million by 2025, this is a huge and growing platform thanks to an increasingly tech-savvy population[8]. Instagram is a platform that is quite popular among internet users in Indonesia, with 84.80% of them using it[9].

Based on data from The Global Statistics, Instagram is the social media platform with the highest usage rate in Indonesia, with 84.80% of active users or around 173.59 million users. The next position is occupied by Facebook (81.30%, with a total of 166.42 million users) and TikTok (63.10%, with a total of 129.17 million users), which shows the dominance of visual and interactive based platforms in the media consumption patterns of Indonesian people. Other platforms such as Twitter/X (58.30%, with a total of 119.34 million users), Pinterest (36.70%, with a total of 75.12 million users), and Kuaishou (35.70%, with a total of 73.08 million users) have a medium adoption rate, while LinkedIn (29.40%, with a total of 60.18 million users), Discord (17.60%, with a total of 36.03 million users), and Likee (14.20%, with a total of 29.07 million users) show more limited penetration. Overall, this data confirms the strong penetration of social media in Indonesia and its relevance as a strategic channel for digital communication and promotion.

With the ability to spread information widely and quickly, social media is a reliable promotional strategy[10]. Promotion through social media is now growing with the presence of various new platforms, where Instagram is one of the most popular[11]. Managing promotions on Instagram is considered practical and has a big impact, this is supported by a large user base in Indonesia, which allows a business to quickly become known to the public[12].

In an increasingly digital and fragmented public communication landscape, understanding how health information is managed, produced, and disseminated through platforms like Instagram is becoming increasingly important[13]. Although research on the use of social media in health communication has developed, previous studies have generally focused more on government health campaigns, commercial brands, or health influencers.

Several previous studies have examined the use of Instagram as a medium of communication, education, and promotion. Rahmawati et al. (2024) analyzed @alazharcenterpare Instagram content as an Arabic learning medium with a descriptive qualitative approach. The results of the study show that interactive features such as reels, quizzes, and polls are able to increase motivation and engagement of learners, so Instagram has the potential to become an effective digital learning medium. Furthermore, Nafsyah et al. (2022) examined Instagram @byu.id content as a medium for disseminating information and communication using the framework of the four pillars of social media strategy. The findings of the study revealed that although collaborative content is the most dominant, entertainment content generates the highest level of audience interaction. This research emphasizes the importance of a balance between informative and entertainment content in digital communication strategies.

Another study by Haidar and Martadi (2021) examined the role of Instagram visual content @Riliv in shaping customer engagement through visual communication design analysis. The results show that audience engagement can reach the stage of collaboration, but it is not solely determined by the visual aspect, but also by the meaning of the message, the consistency of communication, and the emotional relevance of the content. Meanwhile, Nandaryani et al. (2021) examined the design of @sayurboxbali Instagram content as a promotional strategy. This study found that the use of varied, informative, and educational visual content such as product photos, recipe videos, and infographics is effective in building a positive brand image and increasing audience appeal.

Previous studies have demonstrated that effective social media communication strategies typically combine informative, dialogical, and participatory content. However, within the context of health non-profit organizations in Indonesia, particularly those addressing chronic disease issues and scholarly attention to how digital communication strategies are systematically structured remains insufficient. Existing research tends to focus primarily on engagement metrics or descriptive assessments of platform performance, rather than examining the underlying strategic architecture that shapes content production and audience interaction. This gap is theoretically significant because digital health communication in chronic disease contexts extends beyond information dissemination; it also involves affective, relational, and community-building dimensions. Without a comprehensive framework that connects strategic content design and audience interaction patterns, our understanding of how non-profit organizations cultivate digital support environments remains fragmented.

Addressing this gap, the present study investigates the digital health communication strategy implemented by the Indonesian Lupus Foundation through its Instagram account @yayasanlupusindonesia. Specifically, this research analyzes how content is structured according to the pillars of education, communication, collaboration, and entertainment, and how audiences respond to these strategies through engagement patterns and comment interactions. By integrating strategic content analysis with audience response examination, this study aims to contribute theoretically to the advancement of digital health communication scholarship and practically to the development of more strategic and sustainable social media practices among health non-profit organizations.

II. RESEARCH METHODS

This study employed a descriptive qualitative design supported by quantitative content analysis to examine the digital health communication strategy of the Indonesian Lupus Foundation (YLI) through its official Instagram account, @yayasanlupusindonesia. The study combined qualitative interpretation of content with quantitative measurement of engagement metrics (likes, comments, shares, and reposts) to provide a comprehensive understanding of strategic communication practices and audience interaction patterns.

Content analysis was guided by Safko and Brake's Four Pillars of Social Media Strategy framework, which categorizes social media strategies into education, communication, collaboration, and entertainment.

Each post was classified based on its dominant strategic function to identify how YLI structured its digital communication approach. To analyze audience responses, this study incorporated Social Support Theory proposed by Sarafino and Timothy (2011), which distinguishes emotional support, informational support, instrumental support, and appraisal (validation) support. This theoretical lens enabled the examination of Instagram not only as an informational platform but also as a digital social support environment for individuals living with chronic illness[14].

Data were collected from all posts published between August 2 and October 15, 2025. A total of 49 posts were included using a total sampling technique. Both feed posts and Reels were treated as content units of analysis. The dataset included captions, engagement metrics, and publicly available comments. Comments were extracted using the Apify scraping tool, and only public data were analyzed. This study utilized publicly available data from an official organizational Instagram account. No direct interaction with users was conducted, and no private or sensitive personal data were collected.

III. RESULTS AND DISCUSSION

Instagram @yayasanlupusindonesia used by the Indonesian Lupus Foundation as a media for publishing content related to the lupus issue. YLI uses this social media to upload various

types of content that aim to educate and inform the public about Lupus. The published content shows a variety of formats and themes related to educational issues, community support, and lupus awareness campaigns as an organization focused on education, support for people with lupus.

Table 1. Number of Content @yayasanlupusindonesia August 2 – October 15, 2025

Content Type	Number of Content
Entertainment Content	18 Content
Collaborative Content	10 Content
Educational Content	13 Contents
Communication Content	8 Content

Entertainment Content Analysis @yayasanlupusindonesia

Figure 1. Entertainment Content "Odapus in front of people"

Entertainment content is one of the most important elements of a social media strategy because it is designed to engage the audience while also conveying an informative message in a more relaxed and acceptable way. In the observation period from August 2 to October 15, 2025, @yayasanlupusindonesia accounts published as many as 18 uploads that were included in the entertainment content category.

The entertainment content with the highest engagement is in the Reels video uploaded on August 28, 2025, with the description "Odapus in front of people". This upload features visuals that show the difference between the outward appearance of people with lupus (Odapus) who look fine and the actual condition full of pain or discomfort they experience in the body. The post received 453 likes, 12 comments, 93 shares, 53 reposts, and 15,000 impressions.

Reels video-format uploads on this content recorded a higher number of impressions and likes than other uploads in the entertainment category. The communication strategy applied in this content is the use of relevant and viral cartoon or meme visuals to convey an in-depth educational message (invisible illness awareness) in a relaxed and easy-to-digest way, in line with the assumption that entertainment content is effective for disseminating information using a relaxed message to be more easily accepted by the audience.

Collaborative Content Analysis @yayasanlupusindonesia

The implementation of collaborative content on Instagram accounts @yayasanlupusindonesia reflects a strategy to expand the reach of the audience while increasing trust in the information shared. In the period from August 2 to October 15, 2025, the Lupus Indonesia Foundation (YLI) produced 10 uploads that were included in the collaboration category.

The collaborative content with the highest interaction was posted on September 24, 2025 in collaboration with Kak Wawa (@zahra.wanda), a young doctor who has also been a lupus sufferer since 2016. The upload received 576 likes, 49 comments, 25 reposts, and 22 shares. The high number of likes indicates that collaboration-based content is able to attract attention and drive audience engagement significantly.
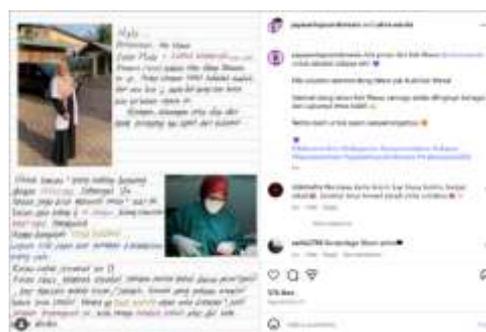

Figure 2. Collaboration Content "There is a message from Kak Wawa @zahra.wanda for the friends of odapus!"

The content of the message in this collaboration is very relevant and touches on various aspects. Kak Wawa shared her point of view as a health worker as well as a lupus fighter, providing encouragement, tips for a healthy life, especially the importance of resting when the body is tired and an invitation not to be influenced by negative comments about their condition.

This collaboration strategy is considered successful because it combines a professional (doctor) perspective with personal experience as a lupus sufferer, resulting in an authentic, trusted, and emotionally supportive message for the audience. The high level of interaction proves that collaboration is an effective way to support YLI's goals of providing education and strengthening the lupus community.

In addition to collaborating with Kak Wawa, @yayasanlupusindonesia also displayed a variety of collaborations with various competent figures. For example, the collaboration with Prof. Dr. dr. Zubairi Djoerban, Sp.PD, KHOM which focuses on the medical aspects of lupus; collaboration with Tiara Savitri as Founder and President of YLI; and a collaboration with Rut Eli Hadadsha Hasibuan, a psychologist and lupus sufferer who highlights psychological aspects. The diversity of this collaboration shows YLI's commitment to presenting comprehensive information from the medical, institutional, and psychological sides.

The high audience *engagement* reflects the effectiveness of YLI's collaboration strategy, especially because it involves figures with dual credibility—both as medical personnel and as people with lupus. Messages that contain motivation, health recommendations such as the importance of rest, and

psychological support to ignore negative comments, appear more authentic and have a strong emotional impact. From a strategic point of view, collaboration is a means to achieve a common goal, which in the context of YLI is to increase public understanding and strengthen support. This collaborative approach, when viewed from a game theory perspective, shows that cooperation that provides a balanced contribution from each party can produce the most optimal results.

Educational Content Analysis @yayasanlupusindonesia

The pillar of educational content in social media strategy serves to facilitate the delivery of messages while encouraging the learning process for the audience to gain new knowledge. In the observation period from August 2 to October 15, 2025, the @yayasanlupusindonesia account published 13 uploads classified as educational content.

The content with the highest engagement in this category is a Reels video uploaded on September 6, 2025 with the topic "What Does Chronic Pain Feel Like for Odapus? Here's a simple explanation!". The upload received 457 likes, 15 comments, 52 reposts, and 130 shares. The high number of shares indicates that the audience considers the content to be very useful and worthy of dissemination to their network.

Figure 3. Collaborative Content "How Is the Chronic Pain Felt by Odapus? It's easy!"

Strategically, this educational content is presented in simple and easy-to-digest language for ordinary people who are not familiar with lupus, rather than using complicated medical terms. The approach is manifested through the use of metaphors or parables, such as "an uninvited guest" to describe the onset of disease, "rusty hinges" to describe joint pain, and "jam clock" to describe chronic fatigue.

In addition to these uploads, various other educational content also shows YLI's commitment to presenting diverse information. In terms of data-based and statistics-based education, YLI presents the series "Did You Know?" which contains important facts, such as 54% of people with lupus (Odapus) experience anxiety, and 60-80% of children with lupus can experience severe rashes when exposed to sunlight. Meanwhile, on the theme of self-care education, YLI shared recommendations about the importance of using sunscreen, as well as providing an understanding of the right diet, including the need for calcium and vitamin D for Odapus. This variety of content affirms YLI's efforts to expand the audience's insight into various aspects of health related to lupus.

The use of this kind of analogy is an effective way for the public to understand the conditions and pain experienced by

people with lupus more clearly and deeply. This strategy is in line with the purpose of educational content, which is to build audience interest and trust so that they can receive information more easily and gain new understanding.

CommunicationContent Analysis @yayasanlupusindonesia

The communication content pillar in social media strategy serves to convey various important messages to followers through attractive and easy-to-understand presentations and provoke interaction for *the audience*. Although the focus is more on the information aspect, this type of upload is still classified as part of the information/communication pillar. In the observation period from August 2 to October 15, 2025, @yayasanlupusindonesia accounts published as many as 8 pieces of content that fall into this category.

Information/Communication Content that has managed to achieve the highest level of audience interaction will be published on September 29, 2025, with the central theme: "Why Does Explaining Lupus Feel Impossible to Make People Understand?". The interaction data of this post showed a very strong response, including getting 777 likes, *audience* responses in the comment column of 35 comments, as well as reposts 139 times, and shares 177 times.

Figure 4. Communication Content "Why Does Explaining Lupus Feel Impossible?"

This content utilizes an effective communication strategy by presenting a triggering question on the first slide, which is evocative and relevant so that it can immediately attract attention and elicit an emotional response from the audience. In the next slides, the general public's perspective on lupus is shown, for example, "Yesterday I looked healthy, why did I hurt again today?" or "Because it doesn't look sick from the outside" which reflects the main source of the misunderstood feeling often experienced by people with lupus.

In addition, the content in the Information/Communication pillar also highlights efforts to encourage audience interaction through reflective questions. For example, YLI invites people with lupus to share their experiences when they feel symptoms that appear in the body but are still unsure whether it is a sign of a flare or caused by another condition. There are also questions that lead to personal reflection, such as an invitation to reflect on the biggest "loss" experienced throughout the year. This question-based approach helps create a space for closer and more empathetic dialogue between YLI and its followers.

The high number and *likes* , especially *Shares* , show that the themes raised in the post are very relevant and considered valuable by the audience. This is in line with the purpose of information content, which is to provide adequate

understanding and ensure that followers can grasp the message conveyed clearly. Through questions and response triggers, YLI manages to create two-way communication, where audiences share experiences and gain new insights from emerging interactions.
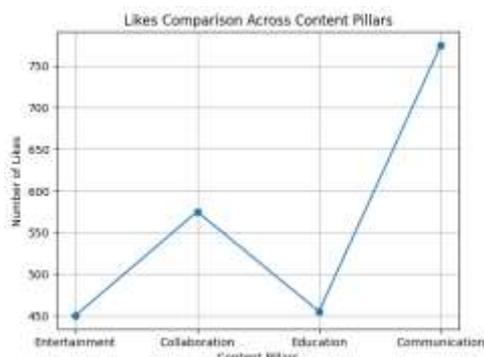
Inter-Pillar Engagement Pattern

Figure 5. Table of Like Patterns between Pillars on Content @yayasanlupusindonesia August 2 – October 25, 2025

Engagement analysis based on each of the content pillars @yayasanlupusindonesia entertainment, collaboration, education, and communication. Showing significant differentiation of functions in the digital communication strategy of the Indonesian Lupus Foundation (YLI). Each pillar shows a specific performative tendency that represents its strategic role in the ecosystem of social media-based health campaigns. Thus, engagement patterns are not only understood as quantitative metrics, but also as indicators of relationship quality and the effectiveness of the communication strategies built by YLI in the digital space.

1. Entertainment Pillar : Activasi Atensi

The entertainment pillar recorded moderate engagement with 453 likes, 12 comments, and 93 shares, a pattern consistent with the characteristics of entertainment-driven engagement-based content. In the context of health communication, entertainment plays an important function as an attention activation mechanism[15]. Information about lupus, which is naturally loaded with medical concepts and the emotional experiences of people with chronic diseases, has the potential to create saturation or resistance when delivered directly. Therefore, entertainment content works as an "initial bridge" that connects audiences with health issues through an affective approach that is low in cognitive load. Although this path is minimal in conveying substantial knowledge, entertainment content plays an important role as an initial motivation trigger. Strategically, it functions to strengthen visibility (visual salience) and emotional connection with the audience[16]. These two factors are crucial to driving further action, such as exploring more in-depth content or visiting an organization's profile.

Humor visualized related to the phenomenon of "invisible diseases" acts as a tool to destigmatize and normalize lupus. YLI's way of presenting the reality of people with lupus in a lighthearted and empathetic way is a form of emotional reframing that makes this chronic disease feel closer and more accessible to a wider spectrum of audiences. Although engagement rates such as long comments are relatively low, the entertainment pillar has proven effective as a front-end strategy in YLI's overall digital communications architecture. Its success lies in its ability to create initial appeal, drive traffic, and increase the probability of audiences seeing more substantive educational and collaborative content[17].

2. Collaboration Pillar: Dual Credibility

The collaboration pillar showed significant performance in terms of dialogue-based engagement, which is reflected in the record of 49 comments. This figure is the second highest engagement volume , only below communication content. This high engagement can be attributed to the characteristics of the collaboration pillar that relies on resource persons with dual credibility; i.e. professional authority (e.g., a doctor or psychologist) and an authority that comes from personal experience as a person with lupus.

In addition, collaborations in which certain figures act as opinion leaders that effectively bridge messages from institutions to the public[18]. Engagement in the form of comments shows that the audience makes the collaborator a mediator of knowledge, both to confirm information and to seek further clarification[19]. Shares as many as 22 times and reposts as many as 25 times on this pillar are not as high as education or communication, but it is enough to show that collaboration plays a role as a knowledge validation mechanism[20]. Audiences feel this information is credible and worth disseminating, even if it doesn't always have the same emotional reciprocal value as the content of the communication[21].

3. Pillar of Education: Dissemination of Knowledge

The education pillar showed superior performance on the 130 share indicators and 52 reposts of the indicator, which is the strongest indicator of message spread. The high share value indicates that YLI's educational content has high informational utility, the audience views the information as important and relevant to be disseminated to their social networks[22].

The high number of reposts shows that educational content is positioned as referential information. Audiences not only share content widely, but also save it as personal reference material[23]. This shows that YLI's educational content has successfully functioned as a knowledge retention tool and as a source of long-term health literacy[24]. The education pillar also contributes to the improvement of the self-efficacy of people with lupus through the provision of practical information about symptoms, flare-up prevention, and self-management[25]. This increase in self-efficacy is one of the important predictors in health communication, which has an impact on changes in behavior and quality of life for people with chronic diseases[26].

4. Communication Pillar: Reciprocal Interaction

The communication pillar was the pillar with the highest engagement rate in the entire dataset, as shown by 777 likes, 35 comments, 177 shares, and 139 reposts. The absolute excellence in almost all of these indicators reflects that the

communication pillar is at the core of YLI's strategy in building social relationships with audiences. Communication content is dialogical and designed to encourage participation[27]. Invitations to share experiences, reflective questions, and narratives about the difficulty of explaining lupus to others are triggers for two-way interactions[28].

The high number of shares and reposts shows that communication content has *Social Resonance* strong, messages are not only accepted, but also considered representative of the collective experience of the community[29]. This engagement demonstrates the function of the communication pillar as a *emotional bonding apparatus* that connects people with lupus, families, and the general public. This category of content provides emotional support *(Emotional support)*, informational support *(informational support)*, as well as validative support *(validation support)* Important in the dynamics of the chronic health community[30].
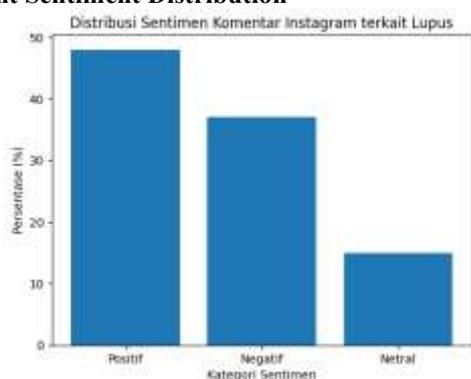
Comment Sentiment Distribution

Table 3. Distribution table of sentiment of Instagram user comments related to Lupus

The graph shows that comments with positive sentiment dominate (48%), followed by negative sentiment (37%) and neutral sentiment (15%). The dominance of positive sentiment reflects the strong practice of emotional support and solidarity between users, particularly among Lupus survivors, who use the comment column as a space for validation of pain experiences.

The relatively high proportion of negative sentiments represents an expression of physical and psychological distress due to the burden of chronic illness, such as chronic pain, fatigue, and social stigma. These findings suggest that negative comments do not merely signal resistance or negative responses to health messages, but rather serve as a form of articulation of life experiences with chronic illnesses.

Meanwhile, neutral sentiment containing medical questions indicates that there is a need for health information that has not been fully accommodated by formal sources. This pattern indicates that social media not only plays a role as a medium for disseminating information, but also as a space for affective interaction and search for meaning, which is further discussed in the Discussion section regarding the role of digital social support and the potential for infodemic in online health communication.

Audience Response

Thematic analysis of audience comments on 49 Instagram uploads of the Indonesian Lupus Foundation shows that the comment column functions not only as an indicator of engagement, but also as a space for social, emotional, and narrative interaction for lupus survivors. Audience comments reflect on the process of receiving messages, negotiating meaning, and forming digital community solidarity.

The results of the analysis identified six main themes that represent the pattern of audience response to published content.

Main Theme and Sample Comments

No	Tema Utama	Deskripsi	Indikator Komentar
1	Validasi Relatabilitas	Pengakuan kesamaan pengalaman dengan konten	"Aku juga ngalamin", "Sama aku alami"
2	Dukungan Emosional	Empati dan solidaritas antar audiens	"Semangat", emoji 🙏 😢 ❤️
3	Berbagi Pengalaman	Narasi personal terkait penyakit dan pengobatan	Cerita nyeri, obat, efek samping
4	Permintaan Informasi	Pertanyaan atau klarifikasi Kesehatan	Pertanyaan gejala, trombosit, obat
5	Humor & Coping	Humor sebagai mekanisme adaptif	Candaan, meme, trivia
6	Keletihan Emosional	Ekspresi putus asa dan keletihan psikologis	"Capek", "Lelah banget"

Validating Relatability

The most dominant theme is personal experience validation, characterized by comments stating the similarity of the experience between the audience and the content being displayed. The audience explicitly affirms that the symptoms, physical conditions, and emotional experiences conveyed in the upload are in accordance with their own experiences[31].

This pattern shows that YLI's Instagram content manages to create high relatability, so that the audience feels "represented" and recognized. In the context of health communication, this validation plays an important role in reducing feelings of isolation and strengthening the collective identity of lupus survivors[32].

Emotional Support

Audience comments are also dominated by expressions of emotional support, both in the form of short sentences and the use of emojis. This form of support represents empathy, solidarity, and moral encouragement between community members.

The existence of emotional support shows that the interactions that occur are not transactional, but relational and affective[33]. This confirms the function of social media as a space for psychosocial support, especially for groups with chronic health conditions[34].

Sharing Experience

The next theme is self-disclosure, where the audience shares personal experiences related to the journey of the disease, treatment, and the impact of lupus in daily life. Comments in this category are generally in the form of longer and reflective narratives.

These findings show that the comment column serves as a sharing space that allows audiences to learn from each other's real experiences of fellow survivors. The knowledge shared is experiential knowledge, complementing formal medical information[35].

Request Information

A number of comments contain questions or requests for clarification regarding symptoms, medications, and certain health conditions. Audiences use the comment column as a medium to seek additional understanding of lupus.

This pattern shows the level of audience trust in the organization, as well as indicating that social media is positioned as an alternative source of health information. Nevertheless, these findings also indicate the importance of ethical boundaries in digital health communication.

Humor & Coping

Audiences use humor and irony in responding to content, especially when discussing medication side effects or physical conditions. Humor serves as a coping strategy to reduce emotional distress due to chronic illness.

From a health communication perspective, humor can be understood as an adaptive mechanism that helps audiences maintain psychological well-being while building social closeness within the community.

The findings of this study show that the digital health communication strategy implemented by the Indonesian Lupus Foundation (YLI) through Instagram is not only oriented towards the delivery of information, but also on the formation of relationships, emotional support, and community involvement. This pattern confirms that health communication in the context of chronic diseases such as lupus demands a more empathetic, dialogical, and sustainable approach.

Communication Strategy as a Relational Practice

The dominance of engagement in communication-based content shows that audiences respond more intensely to content that opens up space for dialogue and reflection on personal experiences. This indicates that the function of social media in health communication is no longer limited to the dissemination of one-way messages, but rather develops as a space for social interaction that allows the exchange of meaning between organizations and communities. In this context, the communication pillar serves as a mechanism for the formation of emotional closeness and trust (trust-building), which is very crucial for the community of people with chronic diseases.

Education as Literacy and Credibility Capital

Educational content that shows a high share rate indicates that the audience is positioning YLI as a credible and relevant source of health information. These findings reinforce the view that health literacy on social media is not only measured by an individual's understanding, but also by the audience's willingness to redistribute information to their social networks. Thus, the education pillar not only functions as a means of knowledge transfer, but also as a symbolic capital that strengthens the legitimacy of health organizations in the digital space.

Collaboration and Social Validation

Collaborative content involving medical personnel and lupus survivors results in more intense interactions, particularly in the form of comments. This shows that audiences value the combination of professional authority and lived experience in health communication. This collaborative strategy strengthens social validation of the message conveyed and reduces the distance between medical discourse and the daily reality of people with lupus.

Entertainment as an Affective Strategy

Although it does not generate the highest engagement, entertainment content has a strategic function in attracting initial attention and lowering the emotional burden of audiences towards complex lupus issues. Humor and light visuals act as affective strategies that allow audiences to receive health messages with lower resistance. Thus, the entertainment pillar serves as a communication gateway that supports the effectiveness of the other pillars.

The Meaning of Audience Sentiment in Digital Health Communication

The distribution of comment sentiment dominated by positive sentiment suggests that the comment column serves as a digital social support space. Meanwhile, the emergence of negative sentiments cannot be interpreted as a failure of communication, but as a form of articulation of the emotional experiences of people with lupus. These findings confirm that effective digital health communication does not always generate a uniform positive response, but is able to provide a safe space for emotional expression and community solidarity.

Theoretically, these findings confirm the relevance of the Four Pillars of Social Media Strategy framework in the context of non-profit organizations' digital health communication. Practically, this study shows that dialogical, empathetic, and collaborative communication strategies are more effective than one-way informative approaches in building *public engagement* and trust.

IV. CONCLUSIONS

This research shows that the Lupus Indonesia Foundation's digital health communication strategy through Instagram plays an important role in building health literacy, audience engagement, and social support for people with lupus. By adopting the framework of the Four Pillars of Social Media Strategy, the communication practices implemented not only emphasize the delivery of medical information, but also integrate relational and affective dimensions relevant to the characteristics of chronic diseases. The findings of the study indicate that dialogical, collaborative, and empathetic communication approaches are more effective in driving *audience engagement* than one-way informative strategies. Social media in this context functions not only as a communication channel, but also as a digital community space that allows for the exchange of experiences, emotional validation, and the strengthening of solidarity between people with lupus. Theoretically, this study strengthens the relevance of the Four Pillars of Safko and Brake's Social Media Strategy in the context of digital health communication of non-profit organizations, especially on the issue of chronic diseases that are loaded with emotional and social dimensions. Practically, the results of this study provide implications for healthcare organizations to design social media content strategies that are not only informationally accurate, but also responsive to the emotional needs of the audience and able to build long-term relationships. This study has limitations, including being limited to one social media platform and one health organization, so the findings cannot be generalized widely. In addition, sentiment and engagement analysis has not fully described the long-term impact of digital communication on

changing audience health behaviors. Therefore, further research is recommended to expand the object of the study to various social media platforms and other health organizations, as well as combine content analysis with a participatory or longitudinal approach to gain a more comprehensive understanding of the effectiveness of digital health communication.

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